

# VARIETY

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56 PAGES

## WHAT THE PUBLIC WANTS

### 'NEW BLOOD' IN LEGIT GIVES IMPETUS

Legit talent agents see a big dramatic season this fall regardless of any reflex benefit from the anti-film campaign. It is figured that later on this may be of further help, but meantime, with the highly successful legit season just past, an even more so brisk legit year is prophesied for 1934-5.

Influx of new blood into dramatic ranks is favorably regarded. Ullman & Harmon, Potter & Haight, Alfred de Lisle, Jr., and some other new lines are favorably regarded.

Hodgers and Hart, Dietz and Schwartz, the Gershwins and others will be represented with new shows. Most named team is combined with Owen Davis and Otto Harbach in a musical for Max Gordon.

Howard Dietz-Arthur Schwartz's 'Three-Cornered Hat' may precede their musical for which Howard Lindsay wrote the book and which Dwight Deere Wiman, Jr., was to do. Jack Haley is wanted for that, but he's held on the Coast by Paramount pictures. Meantime Harold Franklin and Aron Selwyn may do 'Moon'.

### Disney's \$250,000 Cartoon Feature; A Year to Make

Hollywood, Aug. 6.

Walt Disney is going ahead with preparations for making a cartoon feature based on 'Snow White,' but admits that the picture, if finally made, cannot be ready for release until the end of 1935 or early 1936.

Advance estimates place the cost of the cartoon feature at over \$250,000, and picture would take at least a year to make because of necessity of making nearly 200,000 separate drawings for animation besides innumerable scene backgrounds and synchronizing of the musical score with the individual frames of the film.

### Luke and Vince Barnett In Same Cast—It's Murder!

Hollywood, Aug. 6.

Two generations of world's champion ribbers are making it tough for cast and innocent bystanders on the 'Going, Going, Gone' set at Educational.

Luke Barnett, father of Vince, is doing his first picture part in the short in which younger Barnett and fully fitted are paired in tops.

### Stymied—50%

Charlotte, N. C., Aug. 6. Blue laws are serious in this Carolina town. A golf course whose property lies half within the township and half within the county can only operate 50% on Sundays, which is a better break than the theatres get.

Nine holes on the county also are legal through a 'liberal' interpretation of the statutes.

### HOUSE 'JINXED,' CITY SOFTENS ON TAXES

Syracuse, N. Y., Aug. 6.

For perhaps the first time on record, a municipality has formally taken cognizance of a theatrical jinx.

In raising the Empire, former K. and E. outlet, at \$100,000 of the total of \$657,450 for assessed valuation of the Gurney Building, Deputy Assessor Francis W. Kinney testified for the city at an assessment reduction proceeding that consideration was given to the fact that the theatre has always been more or less of a 'jinx.'

Empire, during its 10-year legit regime, enjoyed prosperity, but thereafter found the going rough despite a variety of managements and policies. At present, house is a grind filmer, with subsequent playing at 10-15 cents.

### CLEAN COMEDIES, DRAMAS, MELLERS

That's the Way They Rate—Sacrosanct Inner Sanctum Film Industry Analysis Shows Relative Popularity According to Number of Play Dates

MAY BE THE KEY

What does the public want?

Hindom has been asking itself that question virtually since its inception, the same as older purveyors of diversification.

But every one has an answer for the picture industry.

And the answers, especially those from the outside who are sure they are right, differ. Until now picture leaders have been satisfied to accept it all as an intangible something—something that will hit or miss, but defying a commercial perspective which would serve as a practical guide for Hollywood.

Buffeted by church and reformer into the greatest amount of space ever concentrated in the country's newspapers over any other two months in its history, and faced with another accounting of its stewardship to the public in the fall, Hindom is taking advantage of the national recess on a clean screen to do some things it has never done before. It is delving furiously into major company archives for facts

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### Airing Cupid in Code

Hollywood, Aug. 6.

Sweetie here of a radio star who broadcasts once a week from New York let slip secret of how they beat long-distance phone tolls.

Star and sweetie have a code which he weaves into his broadcast for dulcet earful to her alone.

### JERSEY SPEED MAGISTRATES AIR-RAPPED

Philadelphia, Aug. 6.

Neat piece of showmanship is being done by Alan Scott, WCAU announcer, who supplanted Bonke Carter in the 11 p.m. news spot. Spieler's idea is to clamp down upon the New Jersey fine racket for speeding, occasioned after two of the station's execs were caught under the hammer.

Phillyites, who journey to the shore over the weekends have been shelling out plenty to suspiciously 'unofficial' justices, and Scott's nightly talks in the expose fashion are drawing tremendous response. Mail, which is piling in heavily, contains such a wealth of information, Scott is warning the fake magistrates and real ones alike that the plundering of local yokels must stop or else.

Dallies have taken up the hue and cry, working along with Scott's air column, and it is expected that some official investigation will be made of the fine racket as a result of the broadcast.

### CWA UNITS TO UTILIZE 600 ACTORS

More than 600 vaude performers and chorus girls will be put to work in CWA units, which will play the CCC camps, as soon as the states of New York, New Jersey and Pennsylvania can get the necessary organizational machinery working.

For several months the American Federation of Actors has been agitating for aid for the unemployed performers in the vaude field. Yesterday (Monday) Col. Earl Hoath, of the Public Welfare Department of N. Y., and also an official of the CWA, called AFA headquarters to say that it was 'okay for 80 units'. AFA is now registering the unemployed in the profess.

If the units to be produced in the east are of the same order as the free shows being set in Illinois, there will be vehicles for all types of vaude performers, including sketches, as well as revues, to furnish employment for the chorines. Chorus Equity has also been asked to register the unemployed in the

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### No Cash in the Till, But Lotsa Beer in A. C. Theatre's Icebox

Atlantic City, Aug. 6.

Finding audiences far and few between, the Actors' Group, occupying the Toy theatre (a boxhouse on the banks of the town's back bay), inaugurated the barter system of admission.

There were several admissions on beer and wine. Wine was used to advantage in the play, 'The Drunkard,' which the group presented on their little stage last week. Beer went into the icebox.

Idea proved a huge success. Not only did the novelty draw people, but they brought clothes, cigarettes, canned soups, beans, fruit, coffee, drugs, candy and even one evening gown. Stocked up with a supply for a while, the group expect to return to a cash basis for admission.

### C. of C. Agenting

Hollywood, Aug. 6.

Since the death of Marie Browder, Metro has been swamped with letters and telegrams from amateurs who admit they are naturals to fill the shoes of the star.

Half the communications are anonymous. One telegram came from the Birmingham (Ala.) Chamber of Commerce, plugging an amateur in that city.

### Bacil-Lies Sock L. A., Touries Off \$5,000,000

Hollywood, Aug. 6.

Amusement spots in Southern California drastically felt the adverse reaction on tourist influx of the widely bruited infantile paralysis scare here.

Although no estimate of loss in the entertainment field has been compiled, the loss to the entire state through publicity of the so-called epidemic, is set at not less than \$5,000,000 of subverted tourist money, according to recent summary by the State Chamber of Commerce, of reports from hotel, travel, railroad and steamship associations.

Following a session of the Haysan directorate last week, industry leaders signified their belief that Hindom has passed through the main crisis in its relations with churches by abandoning the contemplated \$1,000,000 press-radio round-robin advertising defense. The following facts were also stressed:

That the newly strengthened Hollywood purging mill, a direct outgrowth of the clean-up campaign, is not adding to major production costs, but on the contrary, is proving a medium of budget saving greater than anything existent in the past.

That the Hays Organization will

(Continued on page 12)

### Big Time N. Y. Spa Goes Small Time a la Coney

Saratoga, Aug. 6.

Penny heats in the swank Grand Union hotel here is a first-timer for the spa.

Playing the Coney Island game in this racing resort for the August season, which is generally associated with glorified and skilled sportsmanship, is something which has all the vet track followers rubbing their eyes.

When the stakes got hot, however, the penny heats game ups to \$5 chips.

# FREE-SLEININGER SEEK STANDARDIZED PRACTICES ON STATION MERCHANDIZING

**Work Out Point System to Stop Unreasonable Sponsor Demands—Fixed Scale Tells Advertisers What to Expect, and No More**

Chicago, Aug. 6. To standardize a service without definite rules and regulations the special representative firm of Free & Sleinger has worked out a system for radio merchandizing by stations. It outlines bluntly just what each advertiser may expect in marketing co-operation from Free & Sleinger stations.

Under the uniform plan an advertiser knows just what will be given in merchandizing assistance for each advertising dollar. Stations, under the F.S.S. plan, are committed to give back to the advertiser a certain percentage of the revenue received on the rate card.

Uniform plan eliminates the double-cross bargaining and promises between stations and representatives under which the advertiser can play one station against the other. In many cases in the past the stations were giving out what as much in merchandizing as received in revenue from the sponsor.

## No Order-Taking

Schedule covers eight major classifications of merchandizing. Listing the unit value of each item, the advertiser being entitled to one unit of merchandizing value for each dollar spent on station time. Stations also agree to supply additional service at extra cost but state that in no case will they accept or take orders for the advertiser's product.

Plan of the Free & Sleinger unit system is as follows:

(1) Supply advertiser with wholesale and retail lists of specific classifications, such as grocers, drug stores, etc.  
(2) Mail out letters and/or printed matter to the trade, station to furnish own letterheads, if desired, and to furnish mimeographing, addressing, enclosing, sealing and mailing. Advertiser to pay for postage and furnish printed matter.

(3) Make cross section surveys of the retail trade, such as checking the sale, distribution, and standing of advertiser's product and competitive product, in local trading area. (Advertiser to pay necessary traveling expenses for personal calls more than 20 miles from station).

(A) By personal contact, per call ..... 1 unit.

(B) By telephone, per call ..... 2 units.

(4) Introduce advertiser's salesmen to key buyers, such as department stores, chain stores and wholesalers.

Per call ..... 50 units.

(5) Arrange for use of window displays (Advertiser to furnish material).

Per display placed ..... 25 units.

(6) Distribute counter displays and cards. (Advertiser to furnish material).

Per display distributed ..... 10 units.

(7) Make personal calls on jobbers, chain store buyers, department store buyers, and leading retailers, informing them of future campaign and how they will benefit by it.

Per call ..... 10 units.

(8) Arrange addition of program for important local outlets. (Advertiser to pay any necessary talent costs).

Per person attending audition ..... 10 units.

## Hubbard a Commodore

St. Paul, Aug. 6. Stanley E. Hubbard, v.p. and gen. mgr. of KSTP and an ardent yachtsman, will act as commodore of the flotilla of 35 yachts which will support President Franklin D. Roosevelt from Wabasha (Minn.) to Winona Wednesday (8) afternoon.

Appointment of Hubbard was made by Gregory Gentling, general chairman of the American Legion stations committee at Rochester.

## LIBEL IN FRANCE

**\$75 Awarded for Radio Attack on Forecaster**

Paris, July 35.

First radio libel verdict in this country awarded \$75 to Henri Claudel, a weather predictor of Bourges, from Dr. Pierre Gilbert, who broadcast a personal attack on Claudel from the regional station of Vierzon.

Claudel and Gilbert had differences of opinion on broadcasting, and accused each other of monopolizing the Vierzon mike. At one time, it was held in court, they nearly came to blows.

One day when Claudel was dining with friends while the radio receiver was turned on he heard a personal attack on himself, in Gilbert's voice, come out of the speaker. Hence the suit.

## GOVT. INQUEST-ON EDUC. TIME

Washington, Aug. 6.

Investigation of question of reserving time for educational, cultural and social broadcasts will be launched Oct. 1 by Federal Communications Commission. Motion was given last week that hearings will be held on proposal to allocate by statute fixed percentages of facilities to various kinds of non-profit enterprises.

Commission is required by new communications law to report by Feb. 1, 1935, on this question, which arose when the law was under consideration and is outgrowth of fight by Paulist Fathers of New York for additional broadcasting opportunities.

## WBBM, WCCO, KMOX Set Up Stephenson in N. Y. As Special Spot Rep.

Chicago, Aug. 6.

Three midwest Columbia stations, WBBM, KMOX and WCCO, are setting up their own special representative in New York to work with the Radio Sales organization. Bob Stephenson, who has been handling spot stuff for Radio Sales in Chicago besides doubling as assistant sales manager of WBBM, goes into New York to handle the berth.

Stephenson will transfer about Aug. 15. Nobody yet picked to replace him in the Wrigley building.

## Binyon in Radio

Claude Binyon will do the continuous for Bing Crosby when the latter resumes his Woodbury contract on CBS Sept. 18.

Program will include comedy backouts with the cast surrounding Crosby made up of screen specialists in this field. Discussions are now on for Mital Green to make a batch of broadcasts in Crosby's support.

Binyon is a motion picture scenarist under contract to Paramount studio Hollywood.

## MacAlister Very Ill

San Francisco, Aug. 6.

Charles MacAlister, NBC character actor, is seriously ill at St. Luke's hospital with a brain fever that is so bad his medical won't allow visitors.

Another NBC'er hospitalizing is Nanette LaRue (Mrs. Harry Barrin) who is in St. Louis awaiting a blessed event.

## Preston-WBBM Split

Chicago, Aug. 6.

Walter Preston has resigned from the Columbia-WBBM organization. He is slated to move into an independent post with an out-of-town station.

Preston was formerly head of the WBBM program department and lately chief of the Artists' bureau. He had been with WBBM about five years.

## NBC, SAN FRANCISCO, HOLDS 9 ACCOUNTS

San Francisco, Aug. 6.

NBC's sales department came through with flying colors this week when it clinched eight important renewals and is ready to close the ninth, the Richfield Reporter newscast.

Landed Doran Co. to continue its "Death Valley Days," Nestle's Milk to renew WWL Aubrey twice weekly; Wheatons to start up "Wheatonsville" on Aug. 27, with Tom Hutchinson again producing and starring; Ovaltine to revive "Orphan Annie" on Oct. 1 after a summer layoff; Swift's twice weekly and Schilling's sports twice weekly on Al Pearce's show; "Fables" produced on Women's Magazine of the Air, and Fulger coffee to sponsor Lee S. Roberts thrice weekly beginning Sept. 18.

Richfield Reporter, with Sam Hayes scripting, likely will be renewed in Los Angeles this week or next.

## Father Coughlin's Own 28-Station Network Starts Oct. 21, Weekly

Chicago, Aug. 6.

Father Coughlin is returning to the ether this fall, and again with his own network. Starts on Oct. 31 for a weekly Sunday session from 4 to 5 New York time.

Has set 30 stations. With local KYW moving to Philadelphia, Father Coughlin has picked up the Ralph Atlas station in Gary, WIND. Will also go into Milwaukee on WTMJ. Will be on no NBC owned or operated transmitter.

## THATU AUDITIONS

Chicago, Aug. 6.

Thaxia and hand men at the "Streets of Paris" at the Pale last week started auditions for a series of three sponsors who are dickering for the orchestra.

Three sponsors are understood to be American Bank, Kingsbury Beer and Dr. Scholl.

## Newscasting Highly Competitive In St. Paul; Air Scoops Regularly

St. Paul, Aug. 6.

With the Minneapolis Journal hitting the air every evening at 8:05 for 15 minutes, WCCO is in a news-dispensing program by the Journal Commentator, a la Edwin C. Hill, and the Minneapolis Star shooting out its news bulletins directly from the Star offices over WCCO at 7:40 a.m. 1:45 A.M. daily, the newscasting situation here is rapidly becoming highly competitive.

KSTP has long been leading the fight for independence in newscasting. Its pros and gen. mgr. Stan Hubbard, being one of the keynotes in the organization of Radio News Association, Inc. This station leads the battling order hereshouts in scoring consistent beats against all other news-gathering agencies combined.

Now comes WTCN, owned and operated by the St. Paul Dispatch and Minneapolis Tribune, inaugurating minute news flashes, "presenting" (in the mgr's own words)

## Chain Income from Time Sales

### NBC

	1934	1933	1932	1931
January .....	\$2,378,923	\$1,800,885	\$2,636,447	\$2,026,360
February .....	2,197,307	1,742,764	2,871,000	1,834,776
March .....	2,473,400	1,997,468	2,864,763	2,164,434
April .....	2,368,118	1,800,177	2,649,893	2,196,880
May .....	2,476,594	1,952,937	2,305,448	2,101,936
June .....	2,182,763	1,812,135	2,081,468	1,931,156
July .....	1,654,499	1,370,939	1,935,453	2,327,975
Total .....	\$15,932,494	\$11,846,328	\$14,034,474	\$14,377,007

### CBS

	1934	1933	1932	1931
January .....	\$1,405,848	\$941,406	\$1,348,842	\$992,114
February .....	1,397,623	884,977	1,310,414	750,621
March .....	1,594,084	1,015,105	1,130,050	1,110,530
April .....	1,371,001	875,493	1,354,593	1,076,183
May .....	1,355,957	884,260	1,309,944	1,065,353
June .....	926,330	553,066	815,430	1,057,530
July .....	(withhold)	446,414	501,193	877,366
Total .....	\$8,246,759	\$5,292,655	\$6,129,312	

## NBC Grosses Big \$1,864,420 in July; Columbia Won't Reveal Its Figures 'Cause NBC Combines Its Totals

### CRAIG REPEATS

Again Authorizing and Producing Rexall's 15-Min. Program

Walter Craig will again write and produce the semi-annual series of five special 15-minute shows which United Drug (Rexall) uses twice a year for its 1c sales. Talent for the pending series will include Frank Black orchestra, Annette Hanahay, Songsmiths and Edward Neil, Jr. Craig had the Rexall job both during and since his connection with World Broadcasting.

Program will use three announcers, Basil Burghel, Fred Titus and Milly June. Besides the 1c sale idea a supplementary merchandizing stunt originally incorporated in the programs by Craig will again be used. This is the so-called "Magic Hour" under which Rexall drug stores one hour a day during the big push have a shelf-clearing bargain.

### Joan Loch, Sailor

Philadelphia, Aug. 6.

Joan Loch, former WCAU staff girl and local co-sister, has left here for a vagabond voyage around the world. Miss Loch and a group of friends chartered the Furness liner, the Silver Walnut, for a tour that will furnish material for a non-fiction novel and series of radio shows next winter.

Plan is to broadcast to America via short-wave en route. She is carrying an official envoy letter from Cordell Hull.

What started out as a petty peeve has developed into a real mad between the NBC and Columbia sales promotion departments. Last week the CBS faction became so provoked at the NBC statistical criteria that it refused to release Columbia's July gross from time sales. These figures, it vowed, wouldn't be let out until Columbia has computed what NBC's red and blue links did separately for the same month.

Recriminations between the two sales promotion departments started last winter when NBC found that the Columbia monthly gross was consistently higher than the red's total. NBC sales promotion boss agreed that under such circumstances comparisons were odious, if not embarrassing, with the result that the monthly breakup of the red and blue books became an inside secret. Columbia burned at this move, but NBC refused to budge, even going so far as to instruct Denny's Advertising Records not to give CBS the red and blue figures should they be requested.

After Columbia had been leading the red for seven months, the tables turned in May and the NBC carnal trail resumed top position. This status continued through June, but NBC stood pat in its determination to keep the red and blue breakup from being made known to the trade.

Particularly actuating Columbia in its stand on not revealing its July total is the belief that the breakup will show CBS again leading the red.

NBC last month grossed \$1,864,420, exceeding the levels that prevailed for July in 1933 and 1932. In July, '31, the red and blue books combined did \$2,927,975. Compared to 1933 last month's tally represented a boost of 26%.

As Columbia is in the midst of a deep pot, Vauxey has no shares from that web.

## TWO-WEEK EXIT PAY TO STRIKE VICTIMS

San Francisco, Aug. 6.

NBC is paying salaries to musicians Clyde Deery and Charles Hart and 11 musicians in lieu of two weeks' notice, which the chain deemed unnecessary when shop and strikers walked out in the recent general strike and in retaliation were not rehired.

After talking it over with union leaders, however, network decided to pay the musicians for two weeks, but not to use them on any programs.

### Nestle's \$3 and Quit

Nestle is folding its Friday night affair on NBC with the Sept. 1 broadcast.

But date rounds out a year's run in behalf of the chocolate manufacturer for Walter O'Keefe and Ethel Shurtle.



# ROTARY AS AIR SPONSOR

## Internat'l Series a Big City Yawn But Tank Towns Got Plenty Excited

Good Golf isn't decided on what it will do for its Sunday night entertainment over NBC after the two remaining international broadcasts it has scheduled for this month. Possibilities are that the referee will resort to a series of weekly changed variety bills similar to the one set to originate from New York this Sunday (13). In the latter setup Stoopnagle and Budd make their debut on NBC with the others in the cast consisting of Frank Parker, Helen Gleason, Paul Albert, a choir and Al Goodman, conducting. Following week's show will come from London and the one after that from Paris.

In a survey of the country's reaction to the broadcasts from the other side of the Atlantic, it is found that, although the large cities audiences have treated them as just another stunt, they have gone over in a big way out in the sticks. Dealers in the latter communities reported that their customers told of practically sticking their noses into sets as not to miss anything, and how these other importations were the main topics of conversation on Monday at club, store and other gatherings. Newspaper check-up showed that the print broods from small town radio sets were of similar measure, with the international broadcasts frequently coming in for streamer headline treatment.

### COMMITTEES RUN WPEN

Studio Staff Given Policy Responsibility

Philadelphia, Aug. 6. New experiment with station personnel is being tried by pressy Clarence Taubel of the reorganized WPEN outfit here. Taubel has elbowed the studio staff with the responsibility of the station's progress by the formation of various employee committees to arbitrate differences, decide firm policies and generally operate the station. Anticipating the success of the venture, Taubel has already invited the boys to share respective dividends when the annual pie is cut.

## WLVA, LYNCHBURG, FIGHTS LOCAL RAGS

Lynchburg, Aug. 6.

Hundred-watt WLVA here, long annihilating the local newspapers for advertising, is planning to take the fight into the news field.

Station has tied up with the Washington Herald, which is trying to build up a morning circulation in Lynchburg, and will offer a powercut of the air nightly, giving both local and foreign news.

Local news coverage will be furnished by the Herald's Lynchburg correspondent, Nowlin Puckett, who has been credited by the station several times recently with furnishing news stories which broke too late for the local afternoon paper and too early for the morning paper.

First time in this section of the state, and probably in Virginia, a radio has gone into active competition with a newspaper on the news end. In Roanoke and Norfolk newspapers have bought the radio stations and furnish nightly news broadcasts.

### Symph May Comm'l

Kanawha City Symphony orchestra has been added for station-wide sponsorship the past week. After Craig is option-holder on the symphonic group, which is only a year old.

### Summer Listening

Inquiry made among 4,000 listeners in various parts of the country by the Psychological Corp., a research organization, disclosed a slight drop in listening attention this summer as compared to a year ago. Results of the quizzing showed that 60% were listening as much as they did the same time last year, 21% were less addicted to the habit, while 19% were doing more tuning in than ever.

Research experts in the radio trade interpret the percentages as anything but unfavorable to the business of broadcasting. They see in these answers arresting evidence of the sustaining powers of listening popularity, particularly when it is realized that the tendency to belittle loudspeaker addiction has become the smart thing among the upper strata of the middle class.

## HORSE RACING CLICKS FOR SPONSOR

Chicago, Aug. 6.

After plenty of fear and trepidation, Miltelstein Gln sponsored the first attempt at horse-race broadcasting over WJJD, the local Ralph Athan station. Started three weeks ago as an innovation in radio, the show was an immediate click, with women about 50-50 with the men in response. Women, in writing letters, stressed the fact that while they were not interested in baseball, they were daffy about horse-racing and that all the other stations gave 'em nothing but games from two o'clock on.

Tied in with a wide merchandising campaign the gin company has in three weeks reputedly corralled 5,500 distribution points out of a possible 8,000 taverns in the Chicago territory. All taverns are carrying window cards and stand-ups plugging the 'listen to the races on WJJD'.

Station has received some 20 requests from other stations on possible pick-up of the same races, and asking just how WJJD went about getting the racing beef-by-hoof broadcast.

## NBC Kills Coast Auditions by Oke For Waxies Only

Hollywood, Aug. 6.

NBC has discontinued the policy of piping auditions from here, figuring that the cost of \$2,000 to \$3,000 a trial program is way too high.

Network has decided the inability to always get prospective advertisers in the eastern studio when audition is coming through makes scheme ineffective and will hereafter rely on discs for the suggested programs.

Future Coast auditions will be discarded at the Victor plant here and shipped around to advertisers. First to be patterned will be William C. Fields and James Dunn.

## MAY BANKROLL PROF. PITKIN

Business Men's Organization with Idealistic Aims May Be First Non-Commercial Sponsor—Fears Discouraged Youth

### ON CBS

Rotary International, organization of business men's luncheon clubs, may sponsor Walter H. Pitkin, Columbia University professor and best-selling writer of inspirational works. Dr. Pitkin is now on the Columbia network sustaining with a program called 'The Clearing House of Hope.' It is said to fit exactly into the Rotarian concept of what needs to be done to help rehabilitate the youth of America.

Behind the prospective sponsorship is more than an ordinary deal. In the first place it would be sponsorship without commercialism. It would become the first instance on radio of a program bankrolled by an organization with avowed sociological and idealistic aims. Pitkin's main thesis concerns what he terms 'the lost generation.' These are the men and women who graduated from college or high school since 1920 or those who because of the depression have never been able to find a place for themselves in the organized business world. There are millions of them and they constitute a problem for the nation which Rotary along with Pitkin regards as most serious.

Pitkin is trying through his radio programs to bring opportunity into contact with those that need it. In a sense his 'Clearing House of Hope' is a glorified job agency. But as it happens Rotary chapters around the country have been tackling the same problem of finding openings for young people who can't get a break on their own.

### Fear Fascism

There is a political motivation that finds an echo in NRA ideals that also figures in the possible Rotary deal. Rotary has a profound wish for the present democratic type of American government to hold its own against any possible contingency, however remote at the moment, of fascism, communism or other dictatorships. But Rotary has realized that dictators in Europe have gotten their support and storm troops largely from among the jobless, unadjusted and dissatisfied youth. Rotary fears that permanent bad luck and discouragement of millions of young folk in the U.S.A. might spawn the beginnings of a trust in violent political methods.

Pitkin has been on CBS about five weeks and has attracted lots of attention. Some of it has not been entirely favorable. Especially controversial has been his constant harping on the need for opening industrial doors to young apprentices. This is strongly opposed by most of the labor unions, who regard apprentices as a job menace to their older members. Also the majority of coders under the NRA take an anti-apprentice stand. Pitkin calls this an injustice to American youth.

## Rogers Band, Lang on New Ward Program

Chicago, Aug. 6.

Ward Family theatre goes off the air Aug. 12 to be replaced by a new show series featuring Buddy Rogers band, Jackie Lang and the Three Rascals. Will be a once weekly 30-minute shot on the Columbia web.

Show will originate here for the first four weeks and then flip to New York when the Rogers orchestra heads east. For the show the Rogers will be Buddy Rogers and his Green Rhapsody orchestra. Fletcher and Ellis agency on the desk.

## Cystex Asks Clause Holding Term Discounts if Patent Medicine Show Must Cancel Under Tugwell Threat

### Robinson's Reasons

Edward G. Robinson is reported among the Hollywood stars approached by Leulia Parsons for the Campbell soup, 'Hollywood Hotel' radio program. Robinson resisted the invitation to perform gratis on the logic that having previously negotiated to sell his services to radio he didn't feel minded to now give them away.

With the promotional talent hunt stunt of Campbell having admittedly been quite a click so far, giving the program an advance build-up, the auspices are plenty worried for fear the actual program won't meet the standards of its own publicity.

Chicago, Aug. 6.

First admission on the part of the laxative and patent medicine companies that the Tugwell bill has a chance of being passed, or affecting them in its diluted form when passed, is seen in the new clause being rubber-stamped on all radio time contracts by the Kross company, manufacturers of Cystex.

Clause attempts to insure the company against all possible cancellations because of legislation or governmental regulations. Particularly the clause states that the company shall be guaranteed all possible rate discounts as contracted for, whether or not the show is cancelled because of government rulings.

Clause, stamped in red on the contracts, is as follows:

**CANCELLATION NOTICE**  
'The advertiser reserves the right to cancel this program without short rate if governmental regulations or legislation should require such a cancellation.'

Under this clause the advertiser is given credit for all possible discounts as originally contracted for, and will not be forced to pay the higher short rate if cancelled before the long-time discount rate goes into effect.

Radio stations in this vicinity quailed on this problem, are agreed that they will allow this clause to remain in the contracts. However, NBC here states that such a clause would not be permissible under the network's fixed policy; that discounts are based on continuous programs on the air, and that, if programs are cancelled before discounts are earned discounts cannot be allowed to the advertisers, no matter for what reason the shows or announcements may be cancelled.

### ALABAMA ORGANIZES

Will Ballyhoo More Radio Resisting Beta First

Birmingham, Aug. 6.

Every station owner in the state of Alabama was represented at a meeting in Montgomery Sunday (22) when a state organization of broadcasters was formed. A statewide campaign with every station co-operating to increase the number of radio receiving sets will be one of the first projects.

Each station has promised to donate so many spot announcements weekly urging the public to buy new radio sets, tubes and equipment to try to increase radio's popularity. This time will be donated regardless of whether stations are getting business from radio manufacturers. Another purpose of the association will be to present a united front against harmful legislation which may come up at the next session of the legislature meeting in January, 1935. Still another angle pointed out at the meeting was that a statewide organization could co-operate more fully with the National Association of Broadcasters.

S. G. Parsons, of WSEA, Montgomery, was elected president; E. H. Hopson, WAPI, Birmingham, vice-president, and F. C. Moseley, of WAPI, Dothan, secretary. The board of directors, consisting of Steve Cider, WSEK, Birmingham; Howard Pitt, WSEA, Montgomery; and M. D. Smith, WBRG, Birmingham, was chosen.

### GRIEX SUBS ARRAIGNED

Los Angeles, Aug. 6.

Johnny Greer's orchestra will replace Gus Arnheim's combo Aug. 10 on the MJB Coffee hour over the Coast-NBC network.

## WOC PRODUCES AIR SALUTES TO NRA

Des Moines, Aug. 6.

WOC-WHO is believed to be first broadcaster in the country to originate and produce NRA radio programs. First week the programs were presented, four five-minute sketches during the week and a half-hour program with a sketch and music, they received the personal indorsement of Gen. Hugh Johnson, who notified the station he wanted to know the scheduled time for all future NRA programs planned by the studio so he could hear them personally.

Station is continuing the four sketches and Sunday half-hour programs weekly, with sketches under direction of Francis Asbury Robinson.

Early in the NRA regime all the major film studios of Hollywood made special shorts explaining and ballyhooing NRA.

## CBS May Ditch KHJ To Sub KNX For More Watts

Los Angeles, Aug. 6.

William C. Paley left here unexpectedly for New York Friday (4) and is reported to be going back to the home studio to discuss a scheme whereby CBS would ditch KHJ, the Don Lee Los Angeles outlet, and substitute the 50,000-watt KNX.

He is expected to return in three or four weeks to continue work on the deal.

Consistent report here is that CBS is dissatisfied with the limited 1,000-watt power of KHJ as against the 50,000 watts of KNX, the NBC outlet. With KNX of this same power and with a heavy listening audience in the north and northwest it is believed that with the station CBS could stack on the Coast with the competition chain which is far ahead of it currently in ratings.

phrases in a collegiate style of  
her-leading, doing it in rhythm  
with a suspicion of tinpanaliesque  
o-do-de-o-ism just to impress the  
necessary rhythmic cadence. He's  
a mike spellbinder in that he varies  
his brief free instruction with much  
interesting by-play.

He has a exam before him.  
They're mixed, and he addresses

(Continued on page 34)





## Commercialized Puffs for Cafes In Sustaining Band Pickups Unfair, Code Authority Informs Industry

Warning against the inclusion in band pickup announcements of any thing that smacks of advertising has been issued by the radio code authority to NBC, Columbia and indie station operators. According to the authority's interpretation the puffer used on a sustaining program coming from a hotel, cafe or other place is to be confined to mere mention of the band, the warblers, the numbers and the spot. References to the attractiveness of the room, the surroundings, the food, etc., are out.

What prompted the code authority's action was a complaint filed against NBC by Thomas F. Burley, Jr., who operates WCAP, Asbury Park and WJH, Red Bank, N. J. Burley charged in a letter to the code authority dated May 31 that NBC had frozen him out of the remote control line market in these areas by coming in this summer and underselling him in every way. NBC, Burley averred, had installed lines in various Jersey roadhouses at rates anywhere from 50% to 75% under that which he (Burley) had the previous summer lifted these same spots. Burley declared that he had treated these dine and dance spots on a strictly commercial basis, whereas the network was only charging them for telephone lines installed. Burley contended that the text of the current broadcast was no different from that he carried last summer when he carried each spot on a commercial basis and that the booklets were still of an advertising character and that NBC was evading the provisions of the code by not billing those roadhouse connections accordingly.

This roadhouse business, said Burley, constituted 75% of his income during the summer. If the small station, he wrote, has no recourse from such network competition there will be no alternative left the former element, out to go out of business and leave the field to the growing monopoly of NBC.

Burley's letter was submitted by the code authority to NBC for a reply.

### Audition W. C. Fields

Hollywood, Aug. 6.

W. C. Fields will be auditioned tomorrow (Tuesday) for NBC which has three prospective sponsors interested, Packard, Campbell's Soup, and a third not named. The comedian's contract with Paramount makes no mention of radio. It's understood Par has given oral consent to Fields singing, if and when.

Fields' deal with NBC was arranged by Maurice Chevalier and Randolph Crossley, his business agents. Gene Towne and Graham Baker authored sketch, "Palce Arrest," which Fields and cast will do in audition. John Swallow of NBC is handling.

### Renewals

**Grillo Manufacturing Co.**, 13 weeks, starting Oct. 7, Sunday matinee half hour with **THE GUINER**. Involves 21 CBS stations.

**Wassy Products, Inc.**, resuming "The Voice of Experience," Sept. 16, six times a week, over 21 outlets on CBS.

**American Products Corp.** (A. S. Boyle floorwax), starting Sept. 30, Sunday matinee half hour, CBS, 47 stations, with Irving Kaufman.

**F. W. Fitch Co.**, effective Sept. 9, 41 stations on NBC's red (WEAF) link, with Irene Bensley.

## FOUR EXITS NOT SIGNIFICANT —KLAUBER

Exodus of four staff men from the commercial program sales division all within two weeks was described yesterday (Monday) by Edward Klauber, CBS executive v. p., as just an "accidental coincidence." Klauber declared that the bureau was not undergoing a shakeup, nor did the network intend to abolish the division.

By the end of the current week the department will be without the services of Kenneth Wilson, John Quine and Miss Bobbie Marshall. Bert McMurtre left a couple of weeks ago to join WMCA, New York, while Julian Field, head of the commercial program sales division, has been reported as scheduled to leave for a job with Lord & Thomas. Klauber averred that he had not received Fields' resignation and he wasn't inclined to the belief that Field would make the reported move.

### Paley Due Back

William S. Paley is due back at the CBS offices this week after a six-week stay on the west coast.

With the Columbia press outstaid at his desk, Edward Klauber, executive v. p., will leave for a two to three-week vacation. Klauber expects to get away by Saturday (11).

Leonard F. Winton has quit as sales promotion manager of Acme Broadcast Productions and opened his own office as a general radio representative.

## RADIO ARTS BACKED BY ROSS FEDERAL

Ross Federal Service, survey outfit, is underwriting Radio Arts, trade paper, as an exploitation medium for its checking surveys. Ross Federal is widely employed in the motion picture industry for checking and has been handling surveys for various radio advertisers and broadcasters.

C. L. Tighe is editor of Radio Arts. Ross Federal's connection starts Aug. 15.

### Radio Reports

(Continued from page 33)

madame, monsieur or mademoiselle with whatever is the pertinent phrase in hand, and has them reply in kind. In between the entire class repeats whatever the thought or phrase under consideration, in a rhythmic sing-song.

In matter of fact and impressively sincere manner Dr. Clark is announced, and in turn self-announces his school of language instruction which features multiple tutoring in four languages at the same time—French, German, Italian and Spanish. Lessons are free for three months after that, if still interested the pupil can carry on for a small fee. The necessary text books naturally must be charged for, but the effort, states the cost is nominal, and it's all done in a manner as to hold forth much educational and economic promise for any prospective pupil. *Abel.*

**PARMELOE TAXICABS**  
With Landi Trio and White Harmony, 10:15.

**COMMERCIAL**  
WEAF, New York

Laughing, and with every evidence of high relief, at their own stuff Landi Trio and White, so far as their comedy efforts go, don't click. It's pretty plain with one of the boys assuming a faustic to impersonate a mythical Minnie, proprietress of a hash house where the others, as Parmelee cabbies, stop for victims.

When they sing the act is safe. More than that. They're very good. But a gift for comedy seems not theirs. Still if they would stop laughing so arrogantly at their own game the improvement might be high.

Parmelee's spout for the nice, cool, comfortable, dependable cabs sounds exactly like the radio balldisc for things to eat or things to clean (with which). Which is an idea of the lack of class in radio. Hardly one intelligent reason was advanced as to why a would-be passenger should look to see if the hack belonged to a certain fleet. While the streaming of the name Parmelee has, of course, an indisputable value, a more memorable line of persuasion is in order. *Land.*

**EDWARD H. SMITH**  
Character Monolog  
10:15.

**Sustaining**  
WMCA, New York

Edward H. Smith, who is responsible for this "Plotman" series over WMCA Saturdays at 10:15 p. m. EDS, formerly did an early a. m. poetry reading routine for WTAM, Cleveland. Smith here takes on his central character for the subject and study the parashandler. His is an ill-fated premise. Some parashandlers may raise some pity in human kind because they are unvoluntarily regarded as victims of circum-

## FCC Authority Not Clear?

Washington, Aug. 6.

Amendatory legislation giving the Federal Communications Commission additional but unspecified powers will be required to make the new communications control law workable, the American Bar Association committee on communications will report to the annual convention in Milwaukee.

Surveying accomplishments of the past year and analyzing the new statute, the committee, headed by John W. Guider, counsel for National Association of Broadcasters, predicted that "the commercial consequences of the commission's regulations will be far-reaching, but in all probability the social consequences will be even greater."

Committee praised arrangements made for staggering terms of commissioners and drew an interpretation that Congress appreciates the importance of problems presented in regulation of radio and of providing the nation with a "workable and efficient" regulatory system but observed that "The Communications Act of 1934 does not in itself accomplish this end."

It must be followed by such amendatory legislation as will afford the commission the requisite authorization for its activities, the committee explained. "Of equal importance to the governing statute will be the ability of the commission and its staff. The selection of a full complement of personnel capable of effectively administering the law will be essential and probably difficult. The number of persons possessing any experience in the regulation of communications is necessarily limited. The new commission will find itself in many fields previously unexplored, but where a high degree of understanding of the technical problems involved and of the public interest, convenience and necessity will be of vital importance."

## Cigarets Sold Direct by Carton

Pat Flanagan Sponsor-Reassuring Stunts  
Obtains 3,500 Orders Over Air

Chicago, Aug. 6.

Out-and-out appeal to the listeners to send in letters in order to keep a show on the air drew a hearty response on WHHM, the local CBS station, when Pat Flanagan begged for mail. When Flanagan stopped sponsoring the Carter ball game broadcasts Flanagan told listeners that he would get a new sponsor if he could prove he had listeners. He literally begged for mail.

Sponsor at the time was already set, being the Penn Tobacco company for the Kentucky Winners cigarette. But since company was not ready for distribution at the time, the company started a straight teaser campaign. When the cigarette did arrive in town and Flanagan announced the fact, he received 3,500 money orders for cartons of cigarettes in the first three days. These money-order requests were answered immediately in this fashion:

It's difficult, therefore, to accept him in any light. The routine he hands out the old lady; then the spout is the war padre who catches him in a lie; and the rest of it paints the parashandler for what he is—a workman sponger.

And not even Smith's appalling George M. Cohanesque delivery can offset that. Hence the future of the series holds little promise, either as a sustainer or for commercial sponsorship. *Abel.*

**Buddy Lithiumum**, who started out in radio at WBBC, Birmingham, and then wandered from station to station, is back at WSON, formerly WKBC. Others joining same station are: Jack Keeler, H. H. Tonn of KFXJ, Grand Junction, Colo., and Don Campbell of KUOK, Fayetteville, Ark., who has been commercial manager.

**WHAS, Louisville**, celebrated 12th birthday with all-day picnic at Fontaine Ferry Park. Artists of the staff appearing during the day's festivities were Georgia Wildcat, Sam, Oil and Louis, Iris; Monk and Sam; Major Tommie Litton, Three Shades of Harmony, and others.

Dear Friend: I don't know how to tell you how much I appreciate your writing me and helping me land that cigaret account. And to think you went so far as to order a carton so I could really prove to those manufacturers that I had backing, real backing... You fans surely have been wonderful to me....

Sincerely,  
Pat Flanagan

**George Frasier**, director of the minstrel band for the Pure Old Dixie Minstrels and pianist for the Rosewood and Ivory apt, both on WFT, Charlotte, N. C., is busy assisting with the organization of a Charlotte local of the American Federation of Musicians.

# DOLLAR

for

# DOLLAR



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in the

## CINCINNATI

## MARKET



# COLUMBIA PONDERES FURTHER INVASION OF STATION REPRESENTATION BUSINESS

Meeting This Week in New York Will Discuss Future Policy—Meanwhile NBC Modifies Attitude to Fit Status Quo of Present Station Entanglements

Whether Columbia will extend the operations of its local service or spot broadcasting department so as to include network affiliated stations is to be decided at a meeting slated for Wednesday and Thursday of this week. Summoned to attend the gathering in the CBS home office are Leslie Atlas, gen. mgr. of the Western division; Kelly Smith, sales mgr. for WBBM, Chicago, and Robert Stevenson, Chicago mgr. of the network's local service bureau.

Should it be agreed at this meeting to expand the function of the local service department Columbia will take cognizance of an error in policy made by NBC and avoid including in its list of spot representation those associated stations which are under contractual obligation to exclusive types. As a preliminary to this week's discussions CBS conducted a survey among the outlets on its network list to determine which of them had exclusive reps and which were amenable to joining a spot time booking proposition operated by the web.

Another angle that will be gone into at the Wednesday-Thursday conference has to do with the web's entrance into the transcription making business as part of its spot service. In the event that this move is deemed necessary Columbia has a recording plant that it can readily step into. It's the layout atop the Steinway building in 87th street occupied by the Judson Radio Program Corp. up to its dissolution by the web about three years ago. For the past two years this plant has been under lease to J. V. Grombich, Inc.

Representation list of the CBS local service bureau as it now stands is made up of 11 stations which the web owns or operates directly plus the outlets in the Don Lee network. CBS's booking authority in the latter instance extends over everything east of the Rockies.

## NBC Policy Shift

Chicago, Aug. 6. NBC has about decided to modify its former stance and go into the special representation field on a straight competitive basis with the other rep outfits. Network is planning to make a simple announcement to the effect that it is ready to represent all NBC affiliates which want NBC to handle their spot business in the key selling points.

This announcement is to follow the inability of NBC to corral all NBC affiliates under its original blanket plan of representation. NBC found that many of its stations were already tied up with Edward Perry, Fred & Bleibner, Gray-Blairst & Spicht and other rep offices.

## Slow but Sure

Unable to simply wave or buy these other rep companies out of the way, NBC now believes that the best course is to prove by actual results that it can best represent its affiliates. Buying out these other companies would be only a temporary move, NBC states, and would not prevent these companies from going back into business under a new name or prevent other companies from starting.

Under the new plan NBC will merely contact those stations which are not now under contract, with other rep outfits, but will attempt to secure stations which are still free of such alliances. And will wait for present rep contracts to expire before attempting to bring the stations over into the NBC fold.

## O'Keefe a Camelote

Walter O'Keefe was submitted last week to Camel as the talking pilot of the big roller's show with the Casa Loma band which returns to CBS in September. Also included in the audition which was piped to Winston-Salem were the Roswell Sisters and Jane Froman.

Account will again obligate itself for two half-hour periods a week.

## KSTP Tells 'Em

St. Paul, Aug. 6. KSTP believes in tooting its own horn.

Having no newspaper in which to front-page its achievements, in contrast to other local radio stations, KSTP announces periodically to its listeners that it is living up to the limit of its promise to scoop all other local news-gathering agencies—newspaper and radio.

On a recent broadcast, the KSTP announcer declared that in the then past 10 days the station had beat everybody locally on the Dillinger killing, was 12 hours ahead of all competition on the Von Papen appointment in Austria, and was and is away out in front in reporting doings of the Minneapolis truck drivers' strike.

## Theatre Mgr. Headlines

### Own Radio Stage Show

New Haven, Aug. 6. Local studio of WICC, Bridgeport, not a week of stage time at the College theatre, New Haven, in a revue called "Radio Revels." Talent included: Jillian Kaye, Adeline Mandy, Sammy Allen and Paul Cummings, singers; Jimmie Cavallaro, violin; Milt George, comic; Billy Laden, Mildred Butler and Ray Bogart, tap trio; Carlton Weidenhammer, announcer, and Freda Swireky, Anthony Pisani and Alice Thompson, piano-accompanists.

Ben Cohen, theatre's manager, who has been building a rep as a singer at local station was top liner on bill.

## Vick Follows A&A

With Pepesod set upon continuing Amos 'n' Andy in the 7 o'clock (EST) niche on the NBC blue, Vick Chemical has arranged to follow the blackface act three nights a week. Contract calls for the 7:15 to 7:30 segment Monday, Wednesday and Friday. Pepesod decided to retain its A & A original after it had advised NBC that the team would be released on their return to the air next month over the red link at 8:45 EST.

Among the combinations auditioned by Vick last week were Bob Crosby and the Dorsey Bros. band, Freddy Martin's orchestra and Hillbilly "Heart Throbs" an NBC sustaining frame.

## Taggart a Maybe

Chicago, Aug. 6. French Lick Springs and hotel is planning a radio build-up to plug autumn and winter trade. Are auditioning around WBBM for a local shot on a test campaign.

Tom Taggart in town, lending an ear. First intent auditioned is Charley Wilson, other comiker.

## Sherlock Holmes Returns

Cecil Warwick and Cecil agency has expectations of bringing the Sherlock Holmes series back to NBC for G. Washington Coffee this season.

Account has this summer been using disc versions of the Conan Doyle stories in a campaign on the west coast.

## Heller-Kogen Ride

Chicago, Aug. 6. Little Jackie Heller starts a new series of weekday programs over NBC through the local headquarters, starting today (6).

On for 15-minute shorts five times a week, with Harry Kogen directing the orchestra behind the warbler.

## Bromo Seltzer Sept. 18

Bromo Seltzer through the James Mathes agency has contracted for a Sunday night half hour on NBC. Though the account is slated to make its air debut Sept. 16, no program has been picked for the spot.

Indications are that the show will be straight musical.

## Burns and Allen Back To U.S. in September

London, Aug. 6. Burns and Allen, now touring the Continent on vacation, sail for home Aug. 28 on the Be de France. They're due to start broadcasting again from N. Y. Sept. 19.

Prior to sailing, the American comedy team will play a week (Aug. 18) of English vaude at the Palladium, London.

Ruth Durrell is back under contract at KFWD, Hollywood, and will be a regular on the weekly Hi-Jinks. Blue singer has been in Chicago for two months.

## Gertrude Berg Spurns N.Y. Vaude Offers; Will Go Legit in Autumn

Still determined to do a legit show next season, Gertrude Berg has turned down all New York bookings for the vaude version of "The Goldbergs." All the major booking offices with New York houses made offers.

Playing Boston currently, "The Goldbergs" has Atlantic City (Steel Pier) and Baltimore (Loew's) set so far to follow.

Miss Berg plans on doing the legit in the fall.

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NEW YORK

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# RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

## Outstanding Stunts LOCAL DIALLECT DEBATES KSO, Des Moines

### Battle of Dialects

Des Moines.  
Louis Hyman, newspaper dealer with a joyous Yiddish accent, and Emilio Vecchi, merchant tailor with a burlesque Italian accent, were such a comedy riot in a local barbershop when conducting a verbal cross-fire over the Baer-Carson fight recently that they achieved reputations.

Both are well known Main Street business men and KSO visualized pieces of local interest in a series of staged arguments in dialect between them. Hence KSO approached the men to discuss current events in their typical vernacular before the microphone. They accepted.

To add the right touch of droolery KSO is placing "Dutch" schticks in the program to act as referees.

### WOC-WHO's Rabatuli

Des Moines.  
With KSO's new frequency, starting July 22, WOC-WHO, competing station here, is using daily program plugs giving listeners complete details on what, Kibblyclo, etc., to show WOC-WHO has 200 times more power than any other station in Des Moines.

WOC-WHO stresses the fact there is only one other station in the country having more power, that it is the only fully cleared channel in Iowa; emphasizes the number of engineers employed by the station—the number of letters received weekly from foreign countries concerning the programs, etc.

WOC-WHO is also using double-page spreads weekly in the Des Moines Dispatch, with circulation of 30,000, giving hour by hour program details.

### COLUMBIA BROADCASTING SYSTEM

### LEON BELASCO

SON, FBI, WABC, IS MIDWINTER COAST-TO-COAST

St. Morris Hotel, New York, Nightly

Sole Direction GERMAN BERNIE

1010 Broadway, New York

### ABE LYMAN

AND HIS CALIFORNIA ORCHESTRA

COAST-TO-COAST

WABC-Tuesday, 9:30 to 10 P.M., DST (Phillips Dancers)

WEAF-Friday, 9 to 10 P.M., DST (Phillips Dicks)

### fred allen's

HOUR OF SMILES

With ORCHESTRA

IRVIN DELMORE

LOUIS STODEN

MINA FAY

KILLEN BOWDEN

LENNIE HAYDON'S IPANA TOPIKAL

Hosted by Fred Allen and Mary Morgan

Management Walter Batchelor

Wednesdays, 11:30 to 12 M. D. K. T. WEAF

### Mme. ERNESTINE SCHUMANN-HEINK

SPONSORED BY

GERBER'S BABY FOOD

WENR, NBC, Sun., 9 P.M., COVE

### VERNON CRAIG

Baritone

Tues., 3:30 P.M., CST

Thurs., 9:30 P.M., CST, NBC-WJZ

STANLEY and using cuts of NBC artists on the red network, local station talent, human interest stories about the talent, etc.

### WPRO Leads the Way

Providence.  
WPRO, smallest of the three radio stations in Providence, has successfully carried out an exploitation stunt, which started out on a small scale, but now is considered as one of the station's best. Moreover, other stations are learning plenty that they missed out on the scheme.

WPRO has tied up with two theatres in town on a weekly broadcast in which vaudeville talent is furnished free, and a commentator dispenses human interest stuff concerning Hollywood stars.

WPRO started the program with an idea of sprucing up talent, since the other two stations had the edge on all suitable talent. Each theatre supplies details. Every listener writing in concerning program is mailed picture of their favorite star. The first 12 writing in get details.

As a result, the station has cashed in on plenty of swell talent. Sometimes program is spread over to an hour if talent warrants it. As a result of the tie-up station has broadcast such celebrities as Cab Calloway and his orchestra, Billy Rose's "Crazy Quilt", George White's "Scandals", Benny Davis and others.

Program arranged by Allen Martin, program manager for WPRO. One other station in town has made overtures to theatres to broadcast program along similar lines, but managers are asking to WPRO because theatres got plenty of cold-shoulder from radio stations in town before WPRO started the co-operative broadcast.

### Endowment as Prize

San Francisco.  
In connection with the Canmay program, recently launched over a group of stations in NBC's red chain on a coast-to-coast basis, and with Barry McKinley, vocalist, and Ray Sinatra's orchestra as the entertainers, the Prolog & Gamble writing contest, the grand prize for which is an award of \$1,000 a year for life or \$10,000 in one lump payment. The grand-for-life offer is guaranteed by the Union Central Life Insurance Company.

Subject matter for episode, limited to 100 words, is "Why Can't I Be the Beauty Soap for My Skin", the female writers are required to send several Canmay wrappers, with name of favorite dealer. In addition to the big prize, there are 553 other money awards.

### KGW's Japanese Program

Portland, Ore.  
The first international radio broadcast ever to originate in the Northwest was released by KGW coast to coast over NBC and also by short wave to Japan last week. Occasion was the visit in Portland's harbor of the Japanese training ship "Tsubi Maru" with 72 naval cadets being taken as guests of this city.

Radio program was well received in Japan. It consisted of an address of welcome to Portland by Mayor Joe Carson, talk by Consul Nakamura, and discourse on the friendliness of Pacific relations between Mayor Carson and Captain Sekiya, skipper of the Japanese training ship. Musical items were by the Portland Elks band and a choir of 16 Japanese girls from Japanese language school in Portland. "The song the Nippon national anthem, Dr. B. B. Barker, vice-president of the University of Oregon also spoke on the program.

Complete radio coverage of the event required two mikes, one on deck to pick up the talks and musical numbers, the other on the ship's messroom. The ship's announcer described the drills, picked up Japanese chants, and described a race of cadets up the railings to unfurl the lower flag.

KGW's high climbing staff announcer had the job of broadcasting from the mast. This was Jon Hallock, former naval radio man, who climbed the mast. He is the youngest to describe the goings on aloft. Production was in charge of Archie Crosby, and the ground crew was handled by Henry Blum. Whole event was quite outstanding in western broadcasting, as direct short wave hook-up with Japan has never been attempted before on regular scheduled program. Also broadcast coast to coast over NBC network.

### Some With, Some Won't

Charlotte, N. C.  
While Charlotte dailies outline radio programs and all mention of radio, 23 North and South Carolina publications do use the programs, and many of the news notes about the station as well.

Points in North Carolina where the programs are carried in local publications include the following: Greenville, Asheville, Charlotte, Rockingham, Charlotte (radio pro-

gram weekly), Tarboro, Edenton, Washington, New Bern, Gastonia, Monroe, Wilson, Raleigh and Durham.

South Carolina publications using the WPTF programs are located at: Greenville, Spartanburg, Sumter, Beaufortville and Rock Hill.

### Pierre DuPont Spies

Wilmington, Del.  
WGBL, Wilmington, was named a large station recently when Pierre S. DuPont, nationally known industrialist and head of the Delaware Liquor Commission, broadcast his views on the state's system of handling liquor.

His talk titled, "Thoughts Developed After One Year of Operation of the Delaware Liquor Commission," pointed out weaknesses as well as advantages of the system.

### One-Minute Dramatizations

Cincinnati.  
One-minute dialogues and playlets are being used on WCKY, Cincinnati, under the name of "Nu-Enamel" stories in Greater Cincinnati area. They embrace a variety of situations, stressing the merits of both Nu-Enamel and Zinco enamel.

All copy is written by the WCKY continuity department. A typical playlet follows:

Sound effect . . . Generation march.

Herald: "Hear ye! Hear ye! His Majesty the King will now address the people!"

Sound effect . . . Chattering crowd.

The King: "My Loyal Subject! Economy is the watchword of the hour. This year, the royal scepter will not be led in a new model. I'm having the old one refinished with Nu-Enamel. And, be-fievel me, boys and girls, it will look like new!"

Sound effect . . . Chattering crowd.

Announcer: "The King said a mouthful! Nu-Enamel will make any royal coach—or your own automobile—look like new. You can refinish your car yourself for only a few dollars, with Nu-Enamel. See right over the old paint, dries quickly and leaves your brushmarks. See a demonstration tomorrow at your nearest Nu-Enamel store!"

### 'The Front Page'

New tie-up by WIP with the Philadelphia Morning Record is arousing plenty of comment here. Station takes the daily's biggest front-page local story each day and airs the story's particulars by interview and incident dramatization every night at 8, one hour before the paper reaches the stands.

Ten minutes of this quarter-hour show is devoted to the news story and the last five minutes to a resume of the sheet's headlines. Time is furnished also to the paper in return for news publicity and pictures snapped in the WIP studio. Tie-up is one of the first of its kind ever made here. Show is titled "The Front Page."

### Full Film On Air

Birmingham.  
Starting a couple of months ago WGBN began taking a hike into the beach of the radio business, and picking up a part of the musical score from the sound track. Now this tie-up has been expanded and the complete picture is being broadcast including the musical score and dialogue.

Steve Ciolek, chief announcer and manager, goes along to describe the screen story action.

### What Strong Eyes, Grandpa!

Duluth.  
WISBC (Duluth-Superior) came to bed with a hot night in tying in with the regatta held Saturday (28) in St. Louis Bay, under the auspices of the Duluth Boat Club.

Pat Murphy milked proceedings, aided by 300 glasses from the studios atop the Spaulding hotel room which overlooks the waters. Tricky stuff, but Pat bird's-eye nobly.

Actual event was preceded by a series of interviews throughout the week featuring members of the famous Duluth crews of 1915-16 and thoroughbreds. These airings built up the regatta as a most climatic for the regatta race.

### Isaac Walton Lowdown

Lancaster, Pa.  
Radio is being used extensively in Lancaster by fishermen to determine whether the fish are biting or not. In a novel broadcast, Station WGAL devotes a quarter hour spot each Tuesday evening to presenting a complete summary of fishing information covering favorite waters, fresh and salt.

Information is gathered by Bill Rudy, veteran fisherman and sportsman, who has fishermen and captains on all fresh water streams, the Chesapeake and Delaware bays, and spots on the coast from Atlantic City to Cape May, send him daily cards, giving highest catches, names of boats and weather, condition of wind, weather and tide and varieties of fish being caught. From this he compiles a survey of most likely fishing spots for balance of week.

Fishermen go for program in a big way because it saves them money on unproductive trips. Have them up with the proper boats and captains,

## Lux Likes Musical

Lux soap is slated to go network this fall, although the program isn't set. Idea, however, will be musical dramatic.

J. Walter Thompson is the agency receiving the show.

## True Detective Set

True Detective Mysteries, a Macfadden publication, will buyback its self over Columbia, starting Sept. 5, with a weekly half-hour dramatic series. Program is tagged "True Detective Mysteries Crusade Against Crime."

Hookup will for the start take in six stations. Ruthrauff and Ryan is the agency.

## Here and There

Ed. Graney of KGH, Butte, Mont., vacationing in Southern Cal.

J. A. Carpenter is the new manager of the Canton studios of station WADC, Akron. For two years he was associated with WJNS at Columbus and since March has been in the commercial department of WACD in Akron and Canton.

Station WAAW, Omaha, goes off the air completely on Sundays during the month of August. Reason is mainly to give staff a rest and a chance at vacations without making too many changes and rearranging schedules. Manager Under first to take advantage of the relaxing time by motoring to Minnesota. Station will be back on Sunday broadcasts first one in September and thereafter.

Vic Oakley from WLS, Chicago, has been employed by Brown Dunika to sing over KTUL, Tulsa, on Dunkin' sales program.

F. W. "Doc Sunshine" Roth, WMC, Memphis, announcer, and "Heinie" Zimmerman, control engineer, are back in harness after vacation trips northward. "Doc" visits the old home and in Wichita, while Zimmerman and family rested in Milwaukee.

KOA, Denver, NBC outlet, will move its studios downtown the last of this year. Will use three floors of the Paris building, 1223 California street, which will be remodeled at a cost of from \$50,000 to \$60,000.

George Driscoll of the WHAM, Rochester, transmitter staff, takes electricity out of the air to light a summer camp he built in the woods near the transmitter station. He erected a 300-foot antenna for his radio receiving set and found it picked up so much power that he attached electric lights. Only trouble is illumination disappears when WHAM signs off.

Roger Baker, sports announcer, recently broadcast play-by-play of three baseball games in a single day. New York and Detroit over WKBZ for matinee and Buffalo and Syracuse evening double-header over WGR.

Clinton Bushman and Bill Cook of WGR, Buffalo, will audition for comedy spot for NBC next week.

Jim and Don Trentor, WKBW, Buffalo, "30 Fingers of Melody," have split, with Jim going to join Clayton, New York, stock company.

Buffalo PGA golf tournament enabled WKBW's Doc Chaplin to snare Gene Sarazen, Helen Hicks, Leo Diegel, Danny Shulz and other visiting celebrities for air golf interviews.

and gives details on tackle and equipment they'll need.

Idea has won many friends for the station.

### 60 Miles Apart

Omaha, Neb.  
Omaha studios of KPAH co-operated with those in Lincoln in putting over a novel stunt on his early morning Times and Times program from 7 to 8. Ordinarily the program is an organ and vocal concert with Allan Lambert at the console of the Lincoln theatre organ and Lytle DeMoss of the announcing staff doing the talking and the singing. But Lambert brought away on his vacation for two weeks eliminated the organ music possibilities in Lincoln.

So it was arranged for Eddie Butler, musician of the Omaha studio, to supply the organ music from the console of the Orpheum theatre organ here. Details were worked out

(Continued on page 31)

## TRANS-RADIO PRESS EXPANDS SERVICE

Blowup of the Radio News Service of America last Thursday (2) leaves the shortwave news collecting and transmitting field exclusively to the Radio News Association, a subod of the Transradio Press, Inc. As a convenience to the RNAA's ex-clients the Transradio subod is permitting those stations to pick up gratis the RNAA's daily news bulletin until they have time to negotiate with the latter for the service on a regular basis. With the discontinuance of the Radio News Service of America the Radio News Association has increased its schedule of bulletin transmission from three to six times daily.

Transradio last week added to the list of stations taking its daily news service WLS, Chicago; WQAN, Miami; WGCN, Birmingham; WMT, Waterloo; and WPAV, Fargo, N. D.

## Headout Chills

It doesn't look as though Headout will return to the ether this fall. Performer's current plans call for concentrating on newspaper. Last summer Headout supported over CUB a program comprised of Jack Whiting, Jeanie Lang and Jack Benny's band.

Kathryn King has been put in charge of all women's programs at WHK, Cleveland.

## RAYMOND KNIGHT

A. C. Spark Plug "Cuckoos" Saturday, 10 P.M., Coast to Coast WEAF

"WHEATENAVILLE," WEAF Network Monday to Friday, 10:30 a.m.

Starting Third Season Aug. 27

## Victor Young

SCHLITZ BEER 6:30-7:00 P.M. MON-SAT. 7:00-7:30 P.M. SUN.

## GRACIE BARRIE

"The Sweetheart of the Blues" NOW AT CASINO DE PARIS

Sole Direction HERMAN BERNIE 1510 Broadway, New York

## SYLVIA CLARK

Sponsored by HYDROX ICE CREAM Fri., 1:30 P.M., SUN. WEAF-NBC Sat., 5 P.M., SUN. KYS

## EDDIE PEABODY

The Instrumental Stylist Personal Director HAROLD F. KEMP NBC ANNOUNCER SERVICE

## EMERSON GILL

AND ORCHESTRA ANTLEIGH HOTEL COLORADO SPRING WFA DIRECTION



# Radio Chatter

## Cuba

CMXK suspended 20 days by Radio Council on account of long-range used in program.

Cuban Telephone Co. decided to return license for its station CMK, which will be indefinitely off the air.

Stations CMCD, CMQ and CMW have been given clear channel, but it means they'll have to increase to 5,000 watts and broadcast 18 hours a day to keep license.

Many of the stations have had to change frequency with the new arrangement of the commission.

Cama, Jr. expects to have his shortwave CQC in the air by next month.

CMX inaugurated its new studios at the Calle Bide, and getting good reports from all over the island.

Broadcasters awaiting for Cuban Telephone Co. to bring out tariff for him charges.

CMAP still under embargo by owner of WIOD of Miami.

## New York

Robert Rindling, announcer of WGY, makes a 225-mile round trip from Schenectady to handle the Tuesday 8:15-9:30 p. m. program.

Broadcaster awaiting for Cuban Telephone Co. to bring out tariff for him charges.

Bill McConna, p. a. of WGY, grinding out reams of copy after a two weeks' rest.

Albany County American Legion convention has adopted a resolution calling on radio station owners and sports promoters to broadcast major sports events so that disabled veterans in government hospitals may enjoy them during their peacetime battle.

Billie Danuska will air over WMTA as Dorothy Shea.

Johnny Johnson's orchestra over WMTA as well as WMC.

Governor Al Smith brought WMTA a big audience when giving an important political talk Monday (6) over the station of which he is board chairman.

Bob Arkel has a better, guaranteed publicity, from a citizen who was restrained from suicide by

high words of cheer uttered over WOR by Arkel.

Best Lyell did a dramatic stint for Ward's Family Theatre over CHB.

Bonedit Gimbal, Jr., of WTP, Philadelphia, in Manhattan last week.

Ralph Grosvenor starts a 4:15 p. m. program Sundays over WOR and will continue until Foster Coughlin takes the niche in October.

"Spotlight" series is back Mondays at WOL under the auspices of the station's artists bureau. CHB has a "Spotlight Review" on Fridays.

Don Gross pinch-hit for Bide Dudley on the latter's WOR program last week.

Ann Deland, Radio Gooding with Dave Vine program over WOR.

Among the radio acts visiting New York this week are Joe Hefner, Buffalo Evening News; Margaret Maloney, Cincinnati Radio Dial; and Dorell Martin, Pittsburgh Post-Gazette.

Self cheering section of the J. Walter Thompson radio department is auditioning a new yell.

Jack Denny leaves the Pierre Loureux (Wednesday) and will sail it a vacation aside from his Wednesday night Conoco broadcasts.

Paul Wile started his publicizing for the Young-Rubens agency last week.

Philip Mygatt added to the writing staff of the J. Walter Thompson agency. He's Princeton '34.

Don Bestor will have Jay Lynne and Neil Buckley on the Hall of Fame show Sunday (12).

Can't keep Howard Weir, WGY control room engineer, away from radio atmosphere. On vacation with the Messes, he inspected studios of WTAJ, Cleveland, and WGR and WRAK, Buffalo, visiting his friend, Carl Hoffman, chief engineer of latter two stations and former member of WGY's technical staff.

Henry M. Neely, "The Old Stager," did not m. c. last week's "Two Seats in the Balcony," afternoon sustainer over the NBC red web. Away with Lionel Barnes substituting.

Rush Gilbert, substituting for Cheerio (Charles K. Field) during latter's vacation, included in the birthday salutes on the morning program over the NBC chain, one for WRC, Washington link, which had an eleven-randle cake. WRC

looked up with the web for Chester's shot from the sunset.

Charles Sherman, Sam Parkhurst and Aid Cullen doing the radio scripts for CHB's Sunday night broadcasts and new material for Benny Rubin, Blossom Selby and Henry Fields. Art Jarrett, Eleanor Holm, Rita Evers, and Homoc Ads.

A young man posing as John E. Kennedy is issuing quite a few checks, Kennedy told NBC audience during a supper-hour talk last week.

## Pennsylvania

Acas Panconat new musical director of WFEN, Philadelphia.

Charles Stahl has bought himself a lounge.

Blute Finn took from Mexico and apouting Spanish.

Powers Gouraud, WCAU public relations, sick about with pleurisy.

Bubba Burt and Ray Alden palling hair for those glances from Roy Sealey.

Dave Wallis, WFEN Philly warbler, made a commercial for the Foot Health Institute.

Auditioning for Philadelphia Household Finances show are George Johnston, Carlton and Craig and Alvin Scott.

WDAB's new Woodside Park transmitter was off the air for eight hours last Thursday, day after it opened.

Bino Atts, WCAU tenor, sailed for Italy.

No matter what the name may imply, Casey the Chompokee reviewer pappy recently acquired by Jake Mathiot, Mason-Dixon Group technical chief, is not an Irishman.

Casey, in Mathiot's language, is spelled "KC" and refers to frequency, not nationality.

Mary Kroeger, Lancaster New Era society editor, spends 15 minutes a day before WGAL mixer, passing out highlights on the day's social events to the listening ladies.

Jimmie Landis, member of WGAL commercial staff for past year, decays radio for newspaper. Business to become classified ad manager of Binghamton, N. Y., Sun.

Louie's Hungry Five, German band and patter disc, on WGAL Lancaster daily.

Bowman-Throbban productions begin scripting Christmas program even though weather conditions aren't just right.

Bob Syer, vet vaude, and circus entertainer, now on WGAL Lancaster, as well as man with the Merry Minstrel Men, 40 min. buck-faroo board every Wednesday evening at 9 o'clock.

## California

A. A. Shechter, news editor of NBC, in San Francisco on a survey of the Coast for his department. Spent two days with Lloyd Yoder, western press chief, and the pair are now in Hollywood for an o. o. of that field.

Betty Kelly walked off with the regional Campbell Soup audition for CHB, staged at KPBC, San Francisco, and goes to New York for participation in the mid-August finale there.

## Illinois

WDBM adding studios for the program department and dramatic shows and orchestra on second floor.

Henry Klein wrote all night to get the Dillinger script out for the eight A. M. broadcast.

Eddie House, WBBM organist, checked with newspapers on the Dillinger shooting, thinking that the boys at the station were ribbing.

Don McNeil, slated for the Pontiac program, made start not so long ago as announcer.

Ruth Beta of New York CHB spent a few days of her vacation pinch hitting for WBBM's Holly Shively, down with pneumonia.

RCA Victor Distributors had Chicago for their annual meeting and P. J. Parker arranging a special broadcast for NBC.

Pat Ritz tossed a party on his return to his home town, Chicago.

Joe Alvin now with the NBC press department, Chi.

Katharine Drake out of the CHB publicity group on exit orders from high up in organization.

Bill Young doing night and Sunday spot on Victor recordings.

Anne Courtney heading east for a week.

Three Cowboys added to the NBC artists staff, Chi.

## Tennessee

Frances Hill, WLAC Nashville singer to St. Louis to take part in the Hollywood Hotel regional auditions.

Al Sweet, over WLAC, is responsible for a new weekly quarter-hour of nonsense each Thursday night at 8:45.

WML, Nashville, is making extensive alterations with a modern

(Continued on page 58)

# New Business

## CHICAGO

Stankeff Company, series of one-minute announcements daily for two weeks. (Russell T. Gray, Chicago.) WLS.

Gillette Rubber Company, Eau Claire, Wis., for 18-week series of 15-minute programs each Saturday. (Cresner-Kawest agency, Milwaukee.) WLS.

Scott and Boune, series of 30 one-minute radio discs for Scott's Emulsion, twice weekly. (Marshall and Pratt, N. Y.) WLS.

Northwestern Yeast Company, Chicago, series of 30 15-minute programs three times weekly. (Hays, McFarland agency, Chicago.) WLS.

Mapstone Steel and Wire Company, Peoria, renewal order for 52 30-minute programs on Barn Dance. (Hogers and Smith agency, Chicago.) WLS.

John Harrell Company, Ottumwa, Ia., continuation order for series of five-minute talk three times weekly during Homemaker's Hour for 33 weeks. (Henri Hurst and McDonald, Chicago.) WLS.

Reliance Mfg. Company, Chicago, for Big Yank work shirts, series of 13 15-minute programs. (Carroll Dean Murphy agency, Chicago.) WLS.

Complish Cereal Company, Northfield, Minn., for Mello Meal, 26 weeks for 15-minute programs three times weekly. Also series of two-minute announcements during Homemaker's Hour three times weekly. (Hilchell Faust agency, Chicago.) WLS.

## LOS ANGELES

Dulbeck's, 7:45 to 8 p. m. Mon. Jack Jones orchestra in Scotch program. KPWB.

Amagon Laboratories, Sat. 3:30 to 4:45 a. m. Drury Lane, tenor; Marshall Grant, organist. (Leggan & Stebbins) KNX.

Upton Sinclair, Mon. 9:15 to 9:30, four weeks. Political talk. KNX.

Francis American Baking Co., Sun. 8 to 9 p. m. Vaude program. (Erwin, Wamey Co.) Don Lee network.

Floral Products Co., Sun. 1 to 1:15 p. m. Vocal and instrumental music. KHL.

M. A. Laboratories, Sun. 10:45 to 11 a. m. Piano team. (V. G. Freitag, Inc.) KHL.

Ever-Dry Laboratories, Thur. 3:30 to 4:45 p. m. Music and speaker. KHL.

Albert F. Samuels Co., daily except Sat. Sun. Five-minute summaries of programs. (WHL Russell & Co.) KHL.

Albert F. Samuels Co., Wed. 7:30 to 7:45. "Half Forgotten Americans," drama. (WHL Russell & Co.) KHL.

Dulbeck's, daily except Sun. 8:30 to 7:45 p. m. Vocal and instrumental program; 8:35 p. m. 5-min. music. (Dana Jones Co.) KHL.

## SEATTLE

Langendorf Bakeries, series of 50 spot announcements over KOMO; July 19 to Aug. 16. Also KPBC.

Reliance Mfg. Co., 58 100-word announcements. KOMO.

Best Foods, Inc., 26 announcements. KOMO.

Westra Apparel, series of five spot announcements. KOMO.

Copinol, 52 spot announcements on KOMO; two a week starting Aug. 1.

Anti-Asthma-Date Co., series of 13 spots, started July 28. KJR.

Nasal Products Co., 26 30-word spots on KJR. Started Aug. 1.

White King Soap Co., eight announcements at KOMO between Aug. 1 and 8.

Commercial Tire Co., 18 announcements to run two per week starting July 28. KOMO.

Prosser Yeast Co., 52 five-minute discs. KOMO.

National Grocery Co., 52 announcements over KOMO and KJR to be used at advertiser's discretion during coming year.

Eastern Outfitting Co., 15-minute program daily for one year; split between KOMO and KJR; starts Aug. 15.

Frederick and Nelson (dept. store), 13 announcements over KOMO.

Lozman-Hawford, 15-minute program each Tuesday over KJR; starting Aug. 15, to run indefinitely.

Norwick Pharmaceutical Co., 26 announcements between Nov. 8 and 22. KOMO.

Puget Mills Co., six 15-minute programs per week for 26 weeks over KJR; started July 29.

Washington State Dairy Council, series of 26 spots over KJR; starting Sept. 1.

Pack Electric Co., one announcement per week for 13 weeks over KOMO.

Citrus Soap Company, series of five-minute discs over KOL, Aug. 3, 7, 9 and 13.

Hostess Cake Co., three floating announcements daily except Sundays for three months; started July 16.

American Automobile Insurance Co., series of daily announcements over KIV-B, running to October.

## PHILADELPHIA

John Davis Company (furs), spot announcements, three weekly, 15-minute, for 10 weeks.

Foegenbaum Agency, WFL.

Hudnick and Meyer, spot announcements. (Continued on page 58)



**wabc**

**columbia broadcasting system . . .**

**monday thursday friday 8:00 p.m. e.s.t. coast-to-coast**

**Management TED COLLINS**



**THE DUTCH CONQUEST OF NEW ENGLAND**

*Dutch Friends*

Call it a triumphal march if you like, or call it peaceful penetration. Certainly, never before has an agency captured a New England radio audience so completely as Christiana Krusen, Dutch-American composer, conductor and, for the past four years, Director of Music of Station WTR.

Mr. Krusen—recently honored at Radio City by being invited to conduct his famous composition "In Holland Suite" before 100 good-will messengers sent to America by the Queen of Holland—typifies the distinguished array of talent available at Station WTR.

Now let's take a quick look at the WTRC Communities as a market. Here are over 1,500,000 listeners.

Their buying power is far above average. Distribution costs are well under average—for the area in less than 100 miles square.

Finally, Station WTRC offers the only way to reach this entire market at small cost. A few choice hours are now available. Pull particulars on request.

**NEW YORK OFFICE**  
220 East 42nd Street  
J. J. Weed, Manager  
**CHICAGO OFFICE**  
263 No. Wabash Avenue  
C. C. Weed, Manager

**STATION WTRC**  
Hartford, Conn.  
20,000 Watts . . . Owned by the Travelers Broadcasting Service Corporation

**The WTRC Communities**  
A Prominent Possibility in a complete market

**Facts for Food Advertisers**  
Potential WTRC Primary Audience . . . 1,500,000  
Per Capita Savings Bank Deposits . . . \$100.00  
Food Outlets, Retail . . . 3,518  
Volume of Business . . . \$27,461,000  
Operated Daily  
7:00 A. M. to 12:00 Midnight  
Sundays 9:30 A. M. to Midnight  
Member New England and NBC WEAF Network

# Chi NBC Questionnaires Fair Mobbs On Preferences, Foreign Competish

Chicago, Aug. 6.

NBC locally is making use of the large numbers of World's Fair visitors who take time off to take a sander through the NBC studios in the Merchandise Mart here. Has been playing to about 4,000 visitors daily this summer and is using that 4,000 mob as a basis for a program preferences survey. All visitors are given questionnaires asking their likes and dislikes in radio entertainment. NBC figures that the visitors from the country give them a pretty good cross-section of the listeners and particularly NBC fans. Questionnaire is called a Radio Ballot, and reads as follows:

Here is your chance to cast your Radio Ballot. You, no doubt, have often wished you could tell the people who make radio programs how to improve them. We have often wished you would tell us. An occasional letter does not help much—but if many of you would answer specific questions we would get a better idea of what you listeners enjoy. This ballot was prepared for that purpose. Our request for your assistance is sincere, and your honest answers to our questions will be appreciated. Please check your answers and leave your ballot with our attendant, or take it home and when completed drop it into the mail box. Thank you.

## What is Your Choice?

Listed below are a number of types of programs under the headings Talks, Instrumental Music, Vocal Music, etc. Indicate the time of the day or evening, that

is 'A.M.' or 'P.M.' when you would like to hear these programs. (Please limit yourself to five.)

## A.M. P.M. Talks

1. Public Affairs
2. Household and Personal Questions
3. Religious
4. Current News
5. Poetry, Readings
6. General Educational (History, Travel, Psychology, etc.)

## Instrumental Music

7. Symphonic
8. Semi-Classical
9. Orchestra
10. String Ensemble
11. Dance
12. Organ
13. Band
14. Foreign (Italian, Latin, etc.)
15. Instrumental Solists
16. Vocal Music
17. Men's Solos
18. Women's Solos
19. Opera
20. Operetta
21. Quartet, Trio
22. Choruses, Chorus
23. Folk Songs (Mountain, Cowboy, etc.)

## Dramatic

24. Drama, Plays
25. Comedy, Skits
26. Comedians
27. Variety Shows
28. Children's Shows

## 'All-Wave' Campaign

Questionnaire also allows space for the visitor to list their own suggestions. Also asks if they have written any fan letters in the past year and how many; if they have mailed a response to a radio contest during the past year and how many. If they usually buy tubes in a store or from the radio man when he services their sets. Also asks 'When you purchase a new radio will you be interested in an 'all-wave' set, that is one which enables you to tune in foreign station, police calls, etc., as well as regular broadcasting stations?' Also: 'Do you listen to radio while on your summer vacation?' with the question to be answered yes, no or occasionally. If 'no' is the answer the ballot wants to know if it's because no radio is available, or if it's on account of poor reception or for some other reason.

Last spot on the ballot has the simple line: 'My suggestion for improving radio is...' and the rest is up to the visitor.

## New Business

(Continued from page 37)

announcements for 5 weeks, Tues. and Thurs. at 9 p.m. Feigenbaum Agency, WFL.

Robert Frazier, religious program, 30 minutes, for 26 weeks. Placed direct, WIPN.

H. C. Kahn and Sons, spot announcements daily for one year. Direct, WIPN.

Christian Times, seven 30-minute periods weekly, for 26 weeks, WIPN.

German Mission, six hours weekly. Direct, for one year, WIPN.

Brody Furniture Company, spot announcements for one year. Placed direct, WIPN.

Central Baptist Church, one half-hour on Sunday. Placed direct, WIPN.

C. F. Simmons's Sons, time signal announcements for 6 months' period. Placed direct, WIPN.

Keynote Macaroni Company, one hour program on Sunday, for one year. Clements Agency, WIPN.

Prophetic Testimony, seven 30-minute periods weekly, for one year. Placed direct, WIPN.

## CHARLOTTE, N. C.

Armand Co. New York City, 13 quarter-hour evening transmissions Friday, beginning Sept. 7, 1934. Placed by N. W. Ayer & Sons, N. Y. C.

Banham Fruit Growers Association, Candor, N. C., series of 26 day and evening announcements, beginning July 23rd. Placed direct, WIPN.

Hardy-Hick Co., Charlotte, N. C., series of tie-in announcements with Schmitt network programs, run of contract. Placed locally, WIPN.

Lottie Shops, Charlotte, N. C., series of 36 daytime announcements,

beginning July 30, 1934. Placed locally, WIPN.

Dr. Pepper Co. (Continuation contract), for 53 evening announcements weekdays beginning July 14, 1934. Placed through Tracy Locke, Newark, N. J.

Rosinold Paper Corporation, Chicago and New York City, four 15-minute evening transmissions, beginning Aug. 19, 1934. Placed by Paris & Pearl, New York City, WIT.

Charlotte Hardware Company, 25 announcements. Placed by

Rudolph Drug Company, 12 announcements. WROC.

M. L. Klein Company, 200 announcements. WROC.

Furniture Company, 15 weeks. WROC.

McLaine Swimming Pool, 26 announcements. WROC.

New York Beauty Parlor, 15 weeks. WROC.

## NEWARK, N. J.

Father Charles Coughlin, Catholic priest, contracts commercially for 1-5 p.m., Sundays from Oct. 14 to April 7, WOH.

Menckes, 13 week renewal on Mon.-Wed.-Fri., 15 minutes at 7 p.m. with Ford Frick, sports resume, WOH.

Joseph P. Day, announcer, on Wed.-Thurs.-Fri. for two weeks starting Aug. 26, promoting Manhattan Beach Club, using Irving Aaronson and Rudy Vallee orchestra. WOH.

Rudolph Cigarettes (Brown & Williamson), 13 consecutive 5-minute waxed programs at 3:35 p.m., starting Aug. 2, WOH.

Kopper's Gas and Coke, 36 week contract starting Sept. 4, partly recorded program at 7:45 p.m., Mon.-Fri., inclusive. Placed by N. W. Ayer agency, WOH.

Simplex Diathermy Institute, 13-week contract ending Oct. 25, 15-minute health talks by Jules Lieber, Tues.-Thurs. at 1 p.m. Placed by Fried Agency, WOH.

## BOSTON

Jenny Manufacturing Co., 53 one-hour programs starting Sept. 22. Through The Greenleaf Company, Boston. WEEI.

Brown & Williamson Tobacco Co., 26 announcements in After Dinner Review, started Aug. 1, through Batten, Barton, Durstine & Osborne, New York. WEEI.

Longwood Cricket Club, four announcements starting Sept. 22, through Titterton, started Aug. 5, through Ingalls Advertising, Inc., Boston. WEEI.

## LINCOLN

Jr. A. B. Walker, announcements. KFOR.

Harvard's Gracery and Market, announcements over KFOR for one month.

Chick Dopes Players, announcements for one month. KFOR.

## Radio Chatter

(Continued from page 37)

auditorium under construction. Offices will be extended to meet the growing demands of the organization which will celebrate its ninth anniversary in October.

Jimmie Gilligan, heard with his thirteen-piece band over WRM.

Mary Corlier joins the staff of WSM to present two programs a week.

Frank Walger, Nashville boy who earned broadcasting spurs in Indianapolis, is now with the sales department at WLAC.

John Simon, WMC, Memphis, production director, now vacationing in New York.

C. P. Waggoner in Memphis representing General Electric in the Commercial Appeal's salute to Admiral Byrd and crew in Little America. The program was broadcast from WMC over an NBC web and through G.E. short wave station WEXAP to Antarctica.

Mary Corlier has joined WSM, Nashville.

Tommy Ragland, WREC, Memphis, announcer, returned from vacation trip to the mountains.

Cliff Harris, general manager of WHAS, Louisville, back at the helm after lengthy illness.

Ashe and Little Jimmie, hillbilly and jockey duo in Louisville after long engagement at WFAA, Dallas.

Billy Bond and Horton Blackwell, announcers at WAVE, Louisville, vacationing in New York City. While there they were given opportunity to announce several outstanding on NBC. Billy Bond is brother of Ford Bond, NBC veteran announcer.

Lyle Four, colored quartet over WAVE, joining Connie's Hot Chatterbox in New York.

## Minnesota

Earl Gammon, WCCO gen. mgr., back from his Park Rapids (Minn.) vacation looking fit as the proverbial fiddle. Burt says the thermometer registered only 40 throughout his three-week stay while the rest of the country boiled.

Hayle Cavanaugh, WCCO program and production mgr., leaves Wednesday for a five-week auto tour with her family.

Hugh S. McCartney, WCCO's chief engineer, is in Gotham these days picking up pointers on the latest developments in radio work from CBS engineers in the metropolis.

Ed Shure, mgr. of KSTP's Minneapolis branch, stopped in at WBER (Duluth-Superior) last week to say 'How do' on his way home

from his summer place on Lake Umbagog.

For the first time WDGJ announcers, Ted Krey, Neil Seales and Jack Borgan, sat a round of golf together last week, but Old Mac Par didn't suffer.

WDGJ staff artists are throwing a big party for themselves Wednesday (8) at Excelsior Amusement Park. 19, 1934. WDGJ night by the public's invited to see and hear the other boys and girls.

Crazy Kallors, on duty at 4 p.m. over WDGJ, are piling up beanpoup fan mail.

Doc Young, owner and gen. mgr. of WDGJ, has bought a house trailer for his folks and promises his staff a trip soon. Everybody's anxiously waiting, 'cause the Doc's sworn to provide a full ice box.

Earl Alquist, WDRK continuity chief, is spending this week in St. Paul, swimming, hunting and fishing, as they say hereabouts.

Hath Cox, WRBC supervisor of traffic, o.o.d. the World's Fair and (after those days of 100 in the shade in Chi) is glad to be back home.

Duluth Symphony orch's nationwide airing is going over big, judging from the fan letters pouring into WDRK from all over the U. S.

## Iowa

Reith Walters added to publicity department, WOC-WHO.

Jimmy Linceford's Cotton Club band had such a draw at KSO the station had to use cops to handle the crowds.

Hal Buerdson, station manager, KSO, taking the family on an eastern automobile tour but they'll probably stop at a lot of radio stations.

Ray Coffin, publicity manager, Central States Theater, handles the mike personally for their radio advertising over KSO—each week's broadcast, promoting some theatre in the Central States chain.

Fred Jeske has new sustaining program on WOC-WHO called 'Musical Love Letters', in which he gets a chance to try out some of his own songs dedicated to listeners, etc.

## Nebraska

Full staff of WOW will work in picking up the Omaha Air Races, August 11 and 12 at the Munn Airport. Three of the staff's four announcements will be on the field, one at the judges' stand, one in audience, other on the field, and fourth man will be at the studio switchboard.

Lola Green back at her desk at WOW after two weeks' respite.

John Henry the beaming father over the no. 1 boy in the field, on the family last week. Mother and son doing nicely.

Helen Whitmore in the receiving shade at WAAW again after a week at Lake Okoboji and another at a Century of Progress.

Phyllis Bader reports feeling much better after her extended vacation. Winding it up with the family in Minnesota for two weeks.

Larry Kommer went back to his desk two days before his rest ended because he got home too early and couldn't loaf at home. Spent a week with the wife, Harriet Cruise, in the Colorado mountains.

John Gillis spending most of his spare with advertising executives now making their contacts before the fall big time.

Captain Downing operating the army short wave station at Fort Omaha was the first one to get the word of the stratosphere fliers forced landing.

## Kentucky

Crede Harris, general manager of WHAS, Louisville, back at the helm after lengthy illness.

Ashe and Little Jimmie, hillbilly and jockey duo in Louisville after long engagement at WFAA, Dallas.

Billy Bond and Horton Blackwell, announcers at WAVE, Louisville, vacationing in New York City. While there they were given opportunity to announce several outstanding on NBC. Billy Bond is brother of Ford Bond, NBC veteran announcer.

Lyle Four, colored quartet over WAVE, joining Connie's Hot Chatterbox in New York.

## Pacific Northwest

Grace Larson and Eva Gonnella, of the KOL, Seattle, back vacationing in California. Nora Starn, KOL sales manager, in the same state—but on work.

Under the production of Archie Presley, KGW and KGS, program for the NBC coast-to-coast network July 15, a half-hour program from Multnomah stadium, Portland, which Gen. Hugh S. Johnson, NBA administrator,

was the speaker. Bain felt, as it usually does in the stadium, but the outdoor program went on without interruption.

Louise Hecson was the Tacoma one of the CBS contest. She is a staff artist on KVI.

## Alabama

Alva DeMark, of WHBC, Birmingham, was the right to represent Birmingham in CBS's hunt for a gal to play opposite Dick Powell in the radio drama 'Hollywood Hotel'.

Dill Young, WHBC, sure likes to remember the folks back home in Lamar county.

Steve Clader likes grey ants. Andy Smith is getting to be a short wave fan.

Dell Cannon doesn't feel as good with the Baron ball club down in second division this late in the season.

## North Carolina

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'Experimental laboratory' period



# Decca Gets Under Way; Acquires N. Y., Chi Facilities of Brunswick Radio

Duncan Records, Inc., the American branch of the London phonograph disk makers, has started functioning with Jack Kapp's purchase of the New York and Chicago factories and facilities of the Brunswick Radio Corp. Temporary offices are in the old Brunswick Recording Labs at 790 7th avenue, and N. Y. factory is at 819 West 44th.

Dick Vengno in charge of Chi. and A. J. Perry, another old Brunswick man, heads the L. A. recording division.

Kapp, former general manager of Brunswick, is president of the American Decca company and Edward F. (Ted) Lewis, managing director of the London Decca, is chairman of the board. E. F. (Steve) Stevens, Jr., former Columbia sales manager, becomes ditto for the new outfit, besides holding the title of v. p. and general manager. Milton Rackmil, another Brunswick alumnus, is treasurer. All will be on the boards, besides a few others to be voted upon.

When American Record Corp., the H. J. Yates subsidiary of Consolidated Film Industries, took over the present Brunswick label from Warner Bros. (which originally had acquired Brunswick in its famous \$5,000,000 music buy-up pool of 1929), Yates decided not to take over the old factory and office sites and also passed up certain equipment. This is what Kapp's new firm has since acquired from Warners.

Active recording starts next week, following some intensive preliminary testing. Guy Lombardo and Bing Crosby are among the first artists scheduled.

## Must Have British Jazzists If Venuti OK's London Date

London, Aug. 6. Palladium wants Joe Venuti, but says his band because of Labor Ministry's recent attitude against any more imported musicians. Labor bureau opined that if a personality maestro is so important as to warrant being brought from America, why cannot an English combination of musicians serve him instead of American jazzists.

Venuti is holding out for bringing at least three or four of his crack men over to all in with the native British jazzbushers, but he alone is deemed sufficient in view of his own trick violin specialities, which, it is felt, don't require any unusual hand backer-upping.

## Benny Goodman's Foreign Bookings on Disc Rep

London, Aug. 6. C. L. Hyman is bringing over Benny Goodman's band from America. Goodman will line up a mixed black-and-white orchestra of 14.

Little known in America, excepting in the trade, Goodman's individual style of very heated demonstration has created limited demands. It's a rep chiefly built on his foreign disk record sales.

Augmenting his band with colored jazzists is strictly a to-order item. From the local entrepreneur, Hyman, for dance-hall and variety bookings.

## Bruno Takes Gluskin

Lead Gluskin has gone under Irving Mills' management and will be the first of the new names to be added to Brunswick's recording artists' roster as part of the new Mills-Brunswick team.

Gluskin, an American maestro who enjoys a big Continental rep, will do tango, rumba and waltzes for Brunswick.

## Decca at 50c

The new American Decca company's decision to market its disks at 50c is creating much industry pro and con.

Conceded that the four-bits will up public interest in phonograph record sales, others argue that if Decca can't get 75c for Crosby, Chick Corea, etc., just as Brunswick (most of whose stars it threatens to raid), then what's the use?

Decca's attitude is that a quality disk at 50c is not only possible, but capable of much revenue through stimulated public interest in phonograph record buying.

## May Revamp Code On Music Without Further Hearings

Indications are that the music industry's code will be revamped without any further hearings. Issues under dispute are expected to be straightened out in private discussions between John Williams, MRA administrator for the publishing industries, and reps for the popular and standard publishers.

John G. Paine, chairman of the Music Publishers Protective Association, last week declared himself amenable to revising the document so as to embody two points brought up at the July 22 hearing in Washington. One issue had to do with the election of the code authority by the entire industry instead of limiting this franchise to MPPA members.

Other objection that took up a major part of the hearing dealt with the inference that performing rights societies were subject to the provisions of the code. Paine suggested that this latter argument be settled by including in the code a clause specifying that the covenant in no way affected performing rights.

## Ellington, Lyman and Lombardo Bands Set For Can. Nat. Exhibit

Toronto, Aug. 6. Innovation at the Canadian National Exhibition, opening Aug. 24, will be the presence of three orchestras aimed at luring in the dancehounds and radio-listeners. Deal closed by Elwood Hughes, C.N.E. general manager, will have Duke Ellington's band in for two nights. Al Lyman and his Californians in for five nights, and Guy Lombardo and his Royal Canadians here for the second week of Canada's annual exposition.

New dance floors are being laid in the Fashion Building and the elevated promenades, on which the mannequin parade afternoon and evening, will be rolling stages which will slide back for the dance presentations. Pina is to levy a 50-cent admission tariff and then a dime a dance. Fashion building floor accommodations \$500.

To avoid any trouble with Canadian union musicians, the three visiting bands will have augmented groups of Toronto musicians appearing simultaneously.

## Ohio 'Drunkard'

Toledo, Aug. 6. 'The Drunkard', melodrama, which played at the Trianon, converted dance hall, for two weeks and three days before tables of beer-drinkers closed on Friday (4) and moved to Cincinnati.

Play drew exceptionally well during the entire period. Place will be redecorated and reopened for dancing Aug. 16.

## Col. Gill Opens Antler At Colorado Springs

Colorado Springs, Aug. 6. Emerson Gill and his orchestra have opened the new Cooper Grove room of the Antlers hotel here. It's Col. Gill now by virtue of one of those Kentucky colonelcies.

## ADJUST EUROP. 'STORMY' JAM

Jack Mills has amicably adjusted the jam between Editions Salabert and Lawrence Wright over the European rights to 'Stormy Weather'. Settlement terms permits both Salabert and Wright to release the number, with one accounting to the other on the sales.

As the result of cable complications, the two firms simultaneously undertook to publish the Harlem ditty. Litigation in the French courts followed, with one concern seeking to restrain the other from marketing the song.

Mills Music, Inc., also was working out a settlement of its differences with Bert Feldman, British publisher, over monies claimed due on the Waterson, Berlin & Snyder catalog. When the latter firm went into receivership, Feldman put in a claim for coins he had advanced the late Henry Waterson. On this claim Feldman was allotted \$1,300. Mills Music subsequently took over the Waterson catalog from the receiver, and sought from Feldman an accounting of the business done on the Waterson numbers. Amount which Feldman advanced to Waterson was \$23,000.

## MPPA TRANSCRIPTION PLUM TOTALS \$6,800

Music Publishers Protective Association's transcription distribution for July came to \$6,800. Checks covering those royalties from radio disc sources were mailed to the publishers concerned last week.

July collections were about 15% better than they had been the previous month.

## SESAC TO EXAMINE ST. MORITZ PRE-TRIAL

St. Moritz hotel was ordered by Judge Woolson in the New York Federal Court last week to submit itself to the Society of European Stage Authors and Composers for an examination before trial. Suit, which SESAC had brought against the hotel, alleged that music controlled by the former was played without the required license.

SESAC set \$200 per year as the license rate for the St. Moritz, but the hotel has elected to let the court decide the terms.

## Sky Club's Big Start

Pittsburgh, Aug. 6. Despite buff break in weather, Sky Club, Pittsburgh's latest outdoor spot, got away to a flying start last week. Spot, which an approximate 5,000, drew around 5,000 in its first two nights.

Orchestral mix-up which sent Don Bigelow here instead of Ted Black at last minute was due to MCA's offering of Black when later was under contract to OCA. As a result, OCA and not MCA sent Bigelow, who is a former Pittsburgher, to Sky Club.

## Vincent Rose Bankrupt

Vincent Rose, songwriter and pianist, sought a financial bath from the New York Federal Court last week.

Schedule he attached to his bankruptcy petition gave his liabilities at \$2,215 and assets none.

Cora's Vagabonds are at Tybrian Pavilion Savannah Beach. Broadband over WTGC, Savannah for CBS.

# Warner Subsidi Sign Anti-Bribery Pact with Provisos; Radio Warned

## Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week; regularly.

Only the chain stations are listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAF	WJZ	WABC
Very Thought of You	30	32	32
Never Gonna Give You Up	28	28	28
All I Do is Dream	28	28	28
Never Had a Chance	28	28	28
With Eyes Wide Open	27	27	27
Once in a Lifetime	26	26	26
I Only Have Eyes	25	25	25
Lava in Bloom	25	25	25
For All We Know	24	24	24
Sleepyhead	24	24	24
Parade Southern Ascent	21	21	21
Then for Lovely Eve	20	20	20
Dancing on Roof	19	19	19
Say It	19	19	19
Spellbound	18	18	18
I'll Close My Eyes	17	17	17
The Breeze	16	16	16
Cocktails for Two	14	14	14
Dames	14	14	14
Counting on You	14	14	14
Refin' Home	14	14	14
Prize Waltz	14	14	14
Take Lesson from Lark	14	14	14
I Still Do	13	13	13
I'm Satisfied	13	13	13
Moon of Desire	13	13	13
Then I'll Be Tired	13	13	13
Tenite is Mine	13	13	13
Oh, You Miss	13	13	13
Don't Let It Happen Again	13	13	13
Wish I Were Twins	12	12	12
Panama	12	12	12
Moon Was Yellow	12	12	12

## Musicians Ballot On Reds' Future In N. Y. Local

Members of the N. Y. musicians local have been asked to vote on the proposition of whether they wanted communists to remain in the organization. Balloting on this question is being done by mail.

Cards, containing two queries were mailed out to the Local 802 membership last week. One question was, 'Do you approve of communists agitating within the union?', and the other, 'Shall communists be permitted to remain members of Local 802?'

Card explained that the taking of this vote was made a condition of the local's going self-autonomy. Resolution permitting the New York branch home rule was passed at the Cleveland convention of the American Federation of Musicians in June.

## Noble Here Oct. 1

Ray Noble's arrival from England has been set for Oct. 1. While on this side, the band leader's radio affairs will be managed by Rockwell-O'Keefe, Inc. and his theatre and dance tour bookings by the William Morris office.

J. N. Mathis, Inc., agency on the Bruno Beller account, last week offered \$1,750 a broadcast for Noble after listening to a program made up of Noble phonograph recordings. Proposition was turned down.

## Red Cross Dance Tour

St. John, N. H., Aug. 6. Don Messer's Corn Newbury orchestra, from CHS, St. John, is touring the province of New Brunswick and Nova Scotia. Tour is through a team with the Red Cross Society and the radio station. The Red Cross takes a percentage of the net on the dances arranged.

Harms, Inc., and T. B. Harms, Inc., have signed the publishers' pledge against paying for plugs and furnishing free special arrangements. But the agreements in both cases have strings attached to them.

The two Warner Bros. publishing subsidiaries reserved for themselves the right to withdraw from the pact in 90 days if by that time the entire industry had not been signed up, or if indications were that there was no chance of achieving this objective in the near future. Two Harms outfits are the only firms in the pact that have made their participation subject to this condition. Belief is strong in the trade that the Robbins Music Corp. will be agreeable to coming in on the pledge under a similar proviso.

Radio code authority has cautioned NBC, Columbia and indie stations throughout the country against laxity in the enforcement of the anti-bribery provision in that industry's code. Warning followed the receipt of a letter from John G. Paine telling of the adoption by the music publishers of the pledge against any form of plug-payoff.

## Mills Returns To Brunswick; Gray's Big Job

Irving Mills switches his recording affiliations back to Brunswick, effective Sept. 1. Mills' contract with RCA Victor, entered into about a year ago, expires the end of the current month. Involved in the move are Cub Calloway, Duke Ellington, Mills Blue Rhythm Band, Joe Venuti and the Ina Ray Hutton all-girl unit. With the Brunswick-Columbia consolidation, Mills will also serve as a specialist in contriving novel instrumental and vocal combinations.

With the assignment to Harry Gray of supreme authority over all labels controlled by the Brunswick and Columbia firms, the Setay interests, which controls both companies, has entered into a new policy in the matter of artists' contracts. Under the new arrangement, all contracts will be made direct with the recording companies. Previously, the recording handmen and warblers did their business with the executive in charge of the bookings, with no checking being made to determine whether these artists had written agreements which put them under direct obligation to the company.

Labels coming under Gray's authority consist of Brunswick, Columbia, Camco, Vocalion, Okeh and Perfect. As the designer of what productions are to be turned-out for each label, Gray will be faced with the problem of keeping the instrumental and warbling names well distributed so that one list won't have more attractions than another. It's the first time in the history of the phonograph business that a single person has had that number of labels under his supervision, simultaneously both as to booking and recording.

Gray for the next several weeks will tour the country, lining up local artists and revamping his organization.

Chicago, Aug. 6. Merging of the Columbia and Brunswick record sales force brings Harry Victor and Walter Pugh over to the American Record Corporation offices from the old Columbia staff. Victor will handle the northside for American Record Corporation's Columbia-Brunswick sales, while Pugh continues for the Milwaukee territory.

Herb Allen remains in charge of the midwest division for the three-way reup. Allen is now moving the Columbia phones into the Brunswick building, a complete merging to take effect by Aug. 13.

# JULY MUSIC UP EAST, OFF IN CHI AND L.A.

July pulled the sheet music business in the eastern area slightly off the doldrums, with two picture tunes serving as lively pacemakers. Windup of the month found the leader of this duo, 'I'll String Along With You' (Whitmark), accounting for a turnover of \$20,000 copies. Other screen ditty that experienced strong going through July was 'All I Do Is Dream of You' (Robbins). Dealer orders the first week of August indicated a bright outlook for that month.

Non-copyright, 'Man on the Flying Trapeze' continued to get a hefty call through July. Showing signs of being headed for No. 1 position was 'Moon Glow' (Mills), while 'Spillboard' (Bantley) almost edged itself over among the six best sellers. Other corner-uppers as disclosed during July were 'Trise Waite' (T. R. Harms), 'For All We Know' (Folst), 'Sleepy Head' (Rob-

(Continued on page 48)

## Unit Floor Shows For Md. Nite Spots; Ten Weeks Mebbe

Baltimore, Aug. 6.

Looks like niteries hereabouts may have unit floor shows next winter, following lead of last season's vaudeville trend. The National Agency of this town, which books some fifteen spots in this territory, is drawing up plans for three-acts-plus-line shows which they want to routine by themselves if feasible and possible, or buy intact out of New York.

Present plans call for \$200-\$1,000 outfits, which will represent a considerable hike over budgets now in force among niteries in these parts, but agency claims it has sponsors interested in plan. As it books spots spread through Maryland, Pennsylvania and District of Columbia, it in event all spots come in, could offer about ten weeks solid and unconflicting time.

## BALTIMORE BIERSTUBE EXTENDS INTO WINTER

Baltimore, Aug. 6.

Mayfair Gardens, big beer hall that is the local approximation of Billy Rose's Casino de Paree on New York, is planning to make a winter go of it. In a spot originally modeled, and used, for ice hockey, Gardens' niteries policy was to be in force for the summer only, reverting to ice in October, but, according to present plans management will carry on along current lines through the winter.

Effective this week, Jack Menton is out as manager, with Hen Zimmerman replacing. Latter halls from York, Pa., where he promoted dances. Also as of this week, Arthur Fisher, caterer booking the floor shows into Gardens. Lady San May pencilled in the current turns, but it is reported a local agency, the National (Bergere-Troust) will handle the account in future.

A Musical Room from the West

**HAL GRAYSON**  
and His Orchestra

Featured at the Olympic Hotel in Seattle are providing hits of the hour, via that much visited spot. Their music books include:

"I SAW STARS"  
"A NEW ROOM IS OVER MY SHOULDERS"  
"SLEEPY HEAD"  
"ALL I DO IS DREAM OF YOU"  
"ONCE IN A LIFETIME"  
"ROSE OF SHIRAZ"

**ROBBINS**  
MUSIC CORPORATION  
790 SEVENTH AVENUE  
NEW YORK

# JULY MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING JULY BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

## 6 Best Sellers in Sheet Music

Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
Song—No. 1	'I'll String Along With You'	'I'll String Along With You'	'I'll String Along With You'
Song—No. 2	'All I Do Is Dream of You'	'All I Do Is Dream of You'	'With My Eyes Wide Open'
Song—No. 3	'Little Man, You've Had a Busy Day'	'Little Man, You've Had a Busy Day'	'All I Do Is Dream of You'
Song—No. 4	'Cocktails for Two'	'Man on the Flying Trapeze'	'Cocktails for Two'
Song—No. 5	'With My Eyes Wide Open'	'Sleepy Head'	'Sleepy Head'
Song—No. 6	'Man on the Flying Trapeze'	'With My Eyes Wide Open'	'I Never Had a Chance'

## 3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

	BRUNSWICK—No. 1	'I Never Had a Chance,' 'Long May We Love' (Casa Loma Orch.)	'Marge' (Claude Hopkins Orch.)	'Soft Green Bear' (Tod Mc Rite Orch.)
	BRUNSWICK—No. 2	'Rollin' in Love,' 'Born to Be Kissed' (Freddie Martin Orch.)	'Sleepy Head' (Mills Bros.)	'With My Eyes Wide Open' (Phil Reinman Orch.)
	BRUNSWICK—No. 3	'Marge,' 'Everybody Shouts' (Claude Hopkins Orch.)	'Freakie Face, You're Beautiful' (Ted Fio Rito Orch.)	'All I Do Is Dream of You' (Freddie Martin Orch.)
	BRUNSWICK—No. 4	'Sleepy Head,' 'Put On Your Old Grey Bonnet' (Mills Bros.)	'I'll String Along With You' (Ted Fio Rito Orch.)	'Money in My Pockets' (Mills Bros.)
	BRUNSWICK—No. 5	'My Old Flame,' 'Lights Are Low' (Guy Lombardo Orch.)	'Why Not?' (Hal Kemp Orch.)	'Spillboard' (Casa Loma Orch.)
	BRUNSWICK—No. 6	'A Lazy Day in the Sun,' 'Freakie Face' (Ted Fio Rito Orch.)	'My Old Flame' (Guy Lombardo Orch.)	'Freakie Face, You're Beautiful' (Freddie Martin Orch.)
	COLUMBIA—No. 1	'So Help Me,' 'Little Man, You've Had a Busy Day' (Emil Coleman Orch.)	'Hot Lips' (Henry Busse Orch.)	'Moon Glow' (Henry Goodman Orch.)
	COLUMBIA—No. 2	'Moon Glow,' 'Breakfast Saff' (Henry Goodman Orch.)	'All I Do Is Dream of You' (Henry Busse Orch.)	'I Ain't Lazy' (Henry Goodman Orch.)
	COLUMBIA—No. 3	'Rollin' Home,' 'Prize Waits' (Ben Selvin Orch.)	'Little Man, You've Had a Busy Day' (Emil Coleman Orch.)	'Onys Breakdown' (Joe Sullivan)
	COLUMBIA—No. 4	'La Rosita,' 'Amapola' (The Cantillans, Luis Delano, directing)	'Born to Be Kissed' (Ben Selvin Orch.)	'Stomping at the Camp' (Chick Webb Orch.)
	COLUMBIA—No. 5	'Hot Lips,' 'Jealous' (Henry Busse Orch.)	'Freakie Face, You're Beautiful' (Ben Selvin Orch.)	'All I Do Is Dream of You' (Henry Busse Orch.)
	COLUMBIA—No. 6	'I Only Have Eyes for You,' 'Born to Be Kissed' (Ben Selvin Orch.)	'I Ain't Lazy' (Henry Goodman Orch.)	'I've Got It' (Jack Teagarden Orch.)
	VICTOR—No. 1	'Cocktails for Two,' 'Live and Love Tonight' (Duke Ellington Orch.)	'Dust on the Moon' (Eddie Duchin Orch.)	'Very Thought of You' (Hay Noble Orch.)
	VICTOR—No. 2	'I Never Had a Chance,' 'Dust on the Moon' (Eddie Duchin Orch.)	'The Very Thought of You' (Hay Noble Orch.)	'All I Do Is Dream of You' (Jan Gardner Orch.)
	VICTOR—No. 3	'The Very Thought of You,' 'I'll Be Good' (Hay Noble Orch.)	'Dance' (Eddie Duchin Orch.)	'Little Man, You've Had a Busy Day' (Isabel Jones Orch.)
	VICTOR—No. 4	'String Along With You,' 'Fair and Warmer' (Tom Coskey Orch.)	'Thank You for a Lovely Evening' (Don Bestor Orch.)	'Riggin' Around in the Rain' (Gene Austin)
	VICTOR—No. 5	'Riggin' Around in the Rain,' 'I've Had My Moments' (Eddie Duchin Orch.)	'I Saw You Dancing in My Dreams' (Paul Whiteman Orch.)	'I Never Had a Chance' (Eddie Duchin Orch.)
	VICTOR—No. 6	'Dancing on a Roof Top,' 'Moon Glow' (Don Bestor Orch.)	'Moon Glow' (Don Bestor Orch.)	'My Hat's on the Side of My Head' (Hay Noble Orch.)

## SHIFT NAME BANDS

Coast MCA Panels in Units for Autumn

Los Angeles, Aug. 6.

Music Corporation of America offices here has started its fall shifting of name bands.

Happy Felton closes at Bal Tabarin, San Francisco, Aug. 16, then travels several one-nighters and opens at the Tournee hotel, Shreveport, La., Aug. 14. Tom Gerun band replaces at Bal Tabarin (17).

Carol Lofner closes at the Gunther, San Antonio, Tex., Aug. 5, to begin a tour of single nites.

Jan Garber outfit winds up its summer run at Catalina Island Aug. 26, opening Sept. 1 at the Trianon Ballroom, Chicago.

Don Cave has replaced Al Lyons at the Lido (Hotel Ambassador) here, Lyons currently playing an engagement at the Spreckles, San Diego.

Jay Whidden engagement at the Deauville club here has been extended to Labor Day. Hal Grayson closes at the Club Victor, Seattle, Aug. 12, and goes on tour.

Gus Arnheim band is definitely set for the Coconut Grove at the Ambassador here until Oct. 1, at which time Ted Fio-Rito will return. Fio-Rito currently is at the Palace, Chicago. Band's present tour is reported by MCA as drawing around 60% better than its previous invasion of the one-nighters. Outfit grossed \$7,900 at Portland and \$14,000 at Seattle, for week stands.

MCA has spotted Johnny and Edna Torrence for an additional four weeks at the Coconut Grove here.

## GENE AUSTIN INTO GROVE

Los Angeles, Aug. 6.

Gene Austin and stooges open tomorrow (7) night at Coconut Grove, Ambassador hotel, for a six-week stay (three holding six weeks) on tour.

Robert Kerr, formerly of the Austin

## Music Notes

Canadian Bandmasters' Association will hold their annual convention in Toronto Aug. 31 and Sept. 1. Expected 300 from all parts of Canada will attend.

Bill Nappi is back at the Pickwick Club, ace night club in Birmingham.

Remick has taken over the score of 'Convention Girl,' First Division release. Numbers set for publication are 'You Ought to Be Arrested' and 'Band in My Shoes.'

Jack Mills, during his stay in Europe, sold 'Christmas Night in Harlem' and 'I Won't Think About Tomorrow' to Francis Day & Hunt.

(Continued on page 55)

## Weber's London Visit May Mean Hylton U.S. Okay

London, Aug. 6.

Important developments are expected during the current visit of Joseph Weber, president of the American Federation of Musicians.

There's even talk that Jack Hylton might visit America professionally.

At the international offices of the union in New York, it was declared yesterday (Monday) that Weber was in England as part of an eight-week vacation he had been ordered to take by the A. F. of M. convention of last June, and that if he were holding discussions with the British unionists their character was unknown here.

## Name Recorders Say They Won't Wax If 1-Lungers' Disc Plugging Continues

### Night Club Review

### CAFE MARGUERY

Philadelphia, Aug. 6.

For a town whose annual summer emphasis to the shore points is proven history, Philly still is keeping this room close to its heart and bankroll. A lowering of the tariff to a \$1.50 minimum may have much to do with the situation, but the main attraction continues to be top-notch entertainment and a sophisticated atmosphere heretofore well hidden in Quakertown.

New show opener Ands Joe Frascetta's band opens from afternoon dances, supplanting Vincent Bisio's unit and doing a shade better job. Star billing goes this week to Arthur Borne, broadcasting mimic who walks off with all honors and then some. Night reviewed, usually staid audience rose from its feet and accorded Borne nifty reception. He encored into a twenty-two minute stretch. Show also marks the return of Kathryn Rand, comely dancer, who was severely burned in an accident here two months ago.

Routine opens with the Verecell Sisters, a smooth dancing duo who make the initial spot a happy one, leading into a fair ballroom glide by Wallace and Arnold. Miss Rand's turn cues the blues singing of Violet Love, a holdover from the previous bill. Gal has had an exceptional run here and secured a CDS contract in a result. DeMay Moore and Martin offer a comic skit, with Borne's turn following. Keller Sisters and Lynch, charmingly routed out the show, which with repeats by the dance team, clock a long 90 minutes.

Success of the Marguery is due to three primary things. First is Jack Lynch, a staid impresario, second is exceptional service, and the last is m.c. Mickey Albert. Little has been mentioned himself as a local institution.

Until the phonograph recorder achieve some means for copyright protection and restriction of broadcastings of phonograph disks, certain name bands will no longer permit themselves to be waxed. These artists, having radio commercials, aver that it's no break for their sponsors if some cut-rate neighborhood clothier, for example, can give out a spiel that 'you will now hear an electrically transcribed program of Paul Whiteman's latest dance styles through the courtesy of Radio-20.'

These spot broadcastings use all sorts of fancy names to get around the direct idea that they're broadcasting records. They call 'em transcriptions, electrical synchronizations and allegedly slur over these phrases because Federal Radio Commission statutes compel them so to do.

Attitude of the name artists is that there isn't enough in it from the disk revenue if they can't be protected. Seemingly, any station, through the blanket ASCAP copyrighted music privileges, by payment of a license fee, has access to any and all sorts of public performances of music, whether recorded or otherwise. Since they say so for the record, the law is deficient whereby Brunswick, Victor, et al. can enjoy any station from publicly performing those disks.

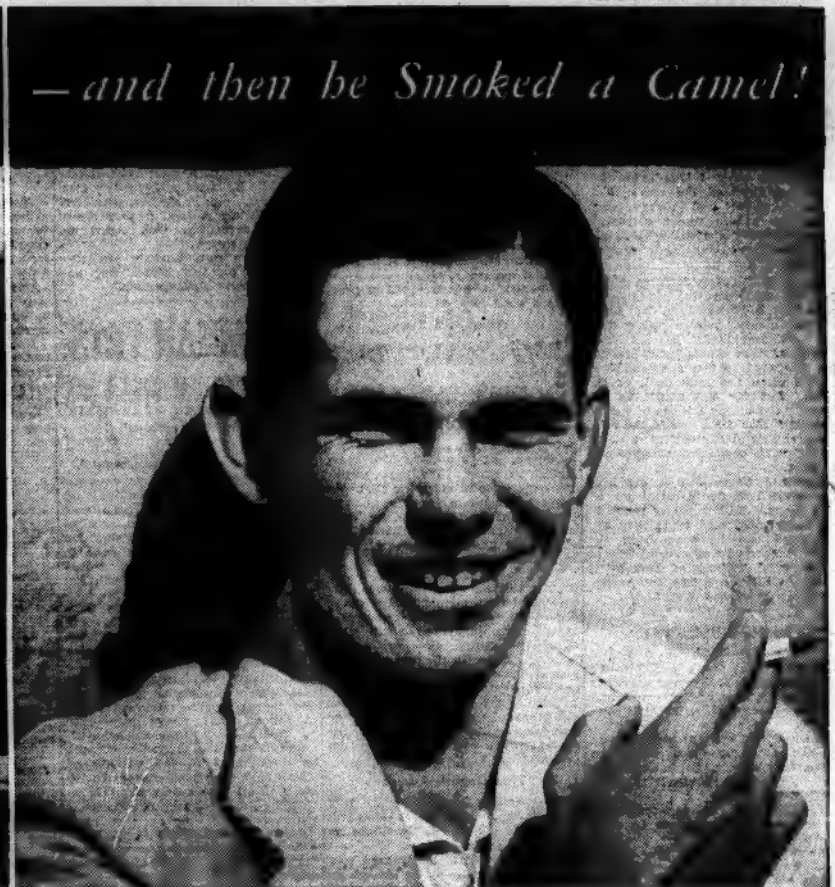
The companies themselves have been peeved for a long time but realize they have no redress. The new Communications Commission, set up as a post-NRA body to watch over telephone, telegraph and radio, is now looked to for some redress, as the repeated radio performance of any phonograph record is likewise deemed a sales deterrent to the disk maker's product as well as a professional hardship for the artists.



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ELLSWORTH VINES, JR.  
AFTER 5 HARD SETS



—and then he Smoked a Camel!

AT THE TOP OF THE HEAP IN TENNIS! That is the enviable position of Ellsworth Vines, Jr., the spectacular young Pasadena athletic star who holds the U. S. National Championships for 1931 and 1932, and has now swept through the 1934 professional ranks as well!

## You'll enjoy this pleasing "Energizing Effect"

—now newly  
explained  
by Science

When you've used up your energy at work or play—smoke a Camel and notice how soon you feel your flow of natural energy snap back.

This experience, long known to Camel smokers, has now been confirmed by a famous New York research laboratory. Camel smokers enjoy a positive "energizing effect"... a healthful and delightful release of natural, vibrant energy. Millions have found this to be true. A typical Camel experience is this, Ellsworth Vines, Jr. speaking—

"Championship tennis is one of the fastest of

modern sports. After four or five sets, you sometimes feel that you just can't take another step. That's when a Camel tastes like a million dollars. Not only does the rich, mellow fragrance appeal to my taste, but Camels have a refreshing way of bringing my energy up to a higher level. And I can smoke all the Camels I want, for they don't interfere with my nerves."

So, whenever you want a "lift," just smoke a Camel. You can smoke them steadily. For the finer, MORE EXPENSIVE TOBACCOS in Camels never get on your nerves.

**CAMELS**  
Costlier Tobaccos  
never get on  
your Nerves



Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

**"Get a LIFT  
with a Camel!"**